

**For guys who want to feel Levi's
right down to their ever-lovin',
cotton-pickin',
dirt-kickin'
soles.**



Levi's for feet®



Quality never goes out of style.

Available in fine stores everywhere.

Vintage Ad Service
Security Mark

PANDORA

Body
Stripers!

The big, bold, beautiful band-its!
Pandora's gala gang-up of knits in
purest 100% cotton. Outrageously
striped—tops (sizes s m l) to bottom
(sizes 5 to 15) left to right—look ma
no-sleeves pullover about \$5,
belt'n chain, flip-flare skirt \$8, U-neck
tunic & dress \$6, runaway pants \$8,
shifty white collar girl \$8. For your
lucky stripe-a-match store, write
Pandora, Inc., 1407 Broadway, N.Y. 100

Pandora



Prices slightly higher west of the Rockies

THE FRENCH MARTINI.

A couple of drops of cognac on top,
and the perfect martini gin,
Seagram's Extra Dry.

Seagram's
Extra Dry
Gin

Bisquit
COGNAC

Seagram's Extra Dry.
The Perfect Martini Gin.

a processing laboratory, Haizlip and Brown have raise funds to keep their shows on the air and main- lity. They note that they have to get by this year with \$750,000 for 26 *Soull* shows and \$600,000 for 36 *seg- ack Journal* while another NET show, *The Great eam Machine*, has a budget of \$2.5 million for just aizlip will be helped this year by a \$185,000 grant sciplinary Metropolitan Systems, Inc., the first such ade by a black business.

ng on all the problems, Brown says: "*Black Journal* ll stay on TV only as long as black people let every- hat they want them to stay on." And Haizlip says: y got on the air because of the uprisings in the cities. blishment became concerned enough to put more Chris Lukas, then program director on New York's invited me to do a black-oriented show. I feel obli- people whose bloodshed and efforts made all this t's why I try to create shows for them. Fortunately, lly related to us." Both insist that putting more blacks egment positions, such as that of program director, is to prevent the TV establishment from "messing" with Right now there are no blacks above the rank of he TV industry.

and *Black Journal* are, to a great degree, reflections lucers. *Soull* taping sessions are casual—somewhat Guests often come late and occasionally do not all. But Haizlip never loses his cool. He gives the f someone who has been through it all before and things will work out in the end. So far, they always



for taping session, Brown talks with Copeland about correspondence. "People *Black Journal* are serious black people and every letter we receive," Brown says.

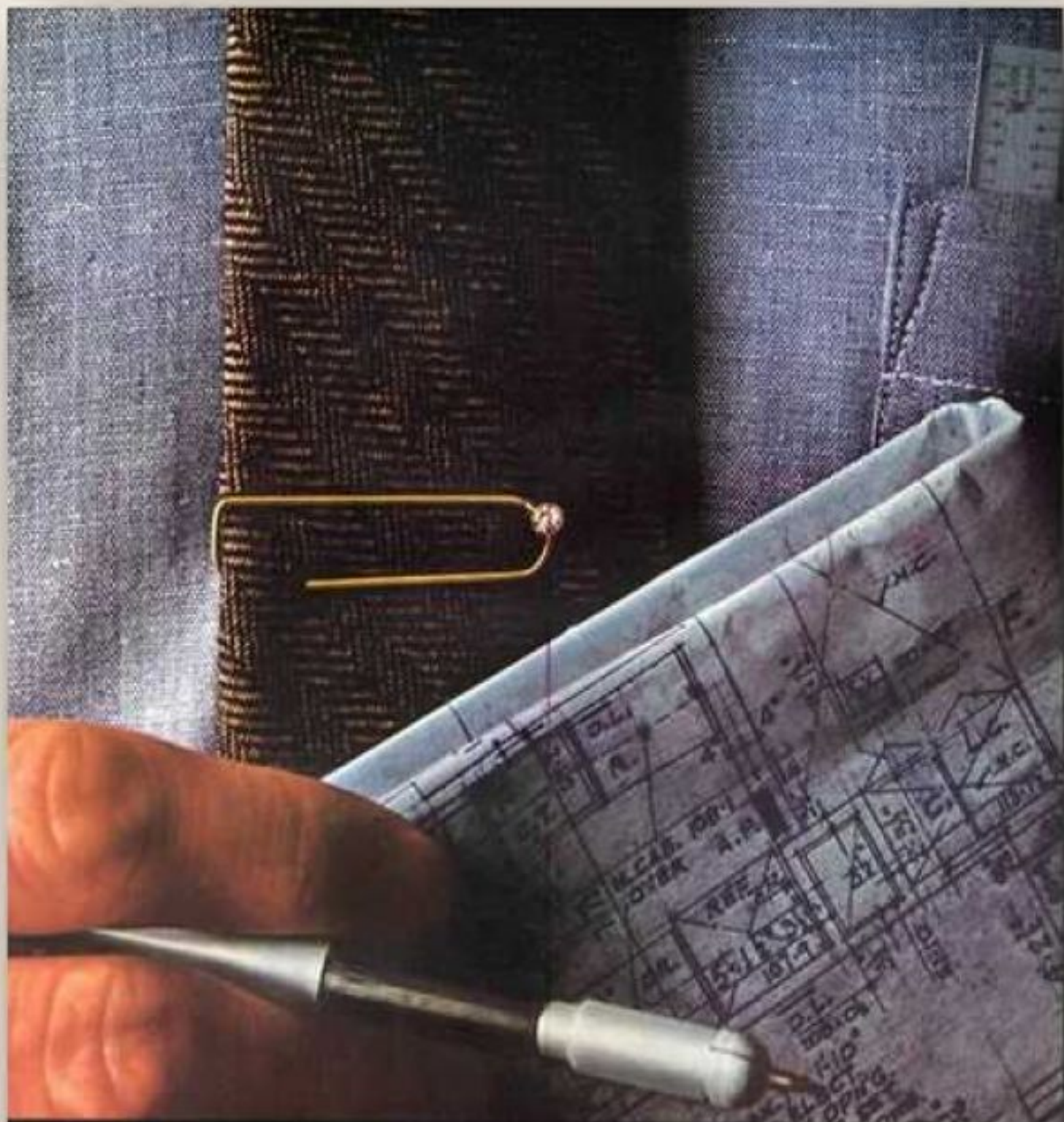


To a man they say Cutty Sark.

And when it comes to Scotch,
Cutty Sark says it all.

Cutty Sark Scots Whisky.
The only one of its kind.





He knows where to wear his diamonds.

Your jeweler can show you other exciting trends in men's diamonds starting at about \$300. The piece shown (enlarged for detail) is available for \$350.00. Prices may change substantially due to differences in diamond quality and market conditions. A diamond is forever.

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The man's all legs and knows everything about feet. Listen:

"Boots have to look great — but they also have to be made for whatever you're going to be doing in them. That's why, when you say boots, you gotta say Dingo®."

Like O.J. Simpson, we mean what we say, and what we say is: Nobody Puts Leather Together Like Dingo.

dingo®

Nobody Puts Leather Together Like Dingo.



Tonight, let it be Löwenbräu.

When the moment's really special, make sure the beer is too.
The classic taste of Löwenbräu.



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America's Favorite Cigarette Break.



Benson & Hedges 100's



Regular: 20 mg. "tar," 1.4 mg. nicotine. Menthol: 21 mg. "tar," 1.4 mg. nicotine av. per cigarette, FTC Report Nov., '70.

ENTERTAINERS.

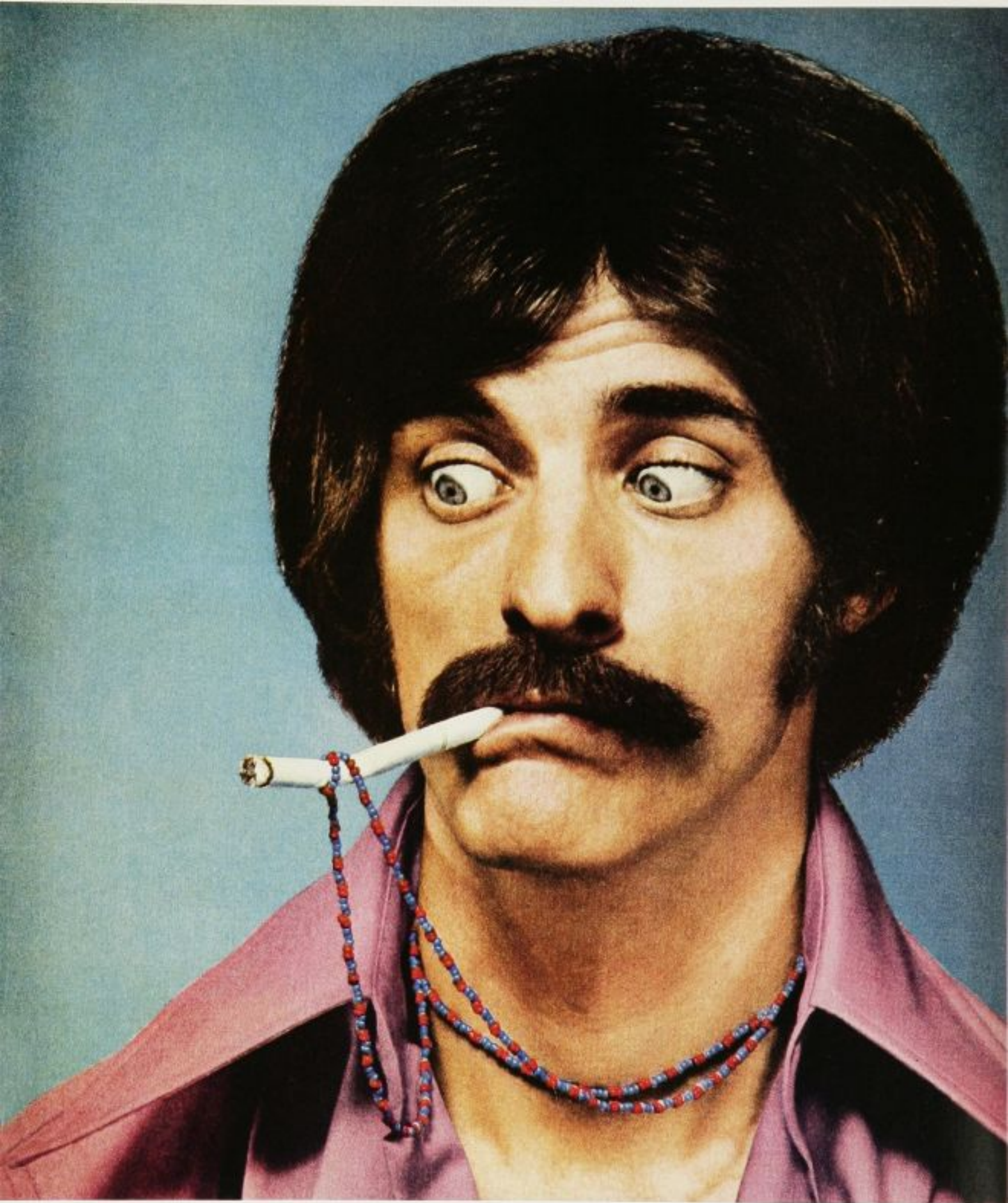


You and Funky in Silesta® textured polyester by Roselon. For the store nearest you, call (800) 421-2062*. In California, call (213) 746-0606 — and entertain him with style.

*Except Alaska & Hawaii.

Funky
SILESTA

Silesta
SILESTA



America's favorite cigarette break.

Benson & Hedges 100's Regular or Menthol

GIVENCHY



*Vintage Ad Service
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Tailleur en jersey, veste à double rangée de boutons, jupe à plis creux sur le devant, chemisier à col cravate en mousseline rayée.

How's this for giving your ho-hum, hum-drum world a jolt? Sink into the deep wool pile and melting colors of genuine Cathay*... hand-made in India. The gold-and-black medallion will tell you it's genuine. For your booklet of India hand-made carpets, send \$1.00 to



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OF NEW YORK
Dept. VP, 295 Fifth Avenue
New York, N.Y. 10016

*Registration applied for



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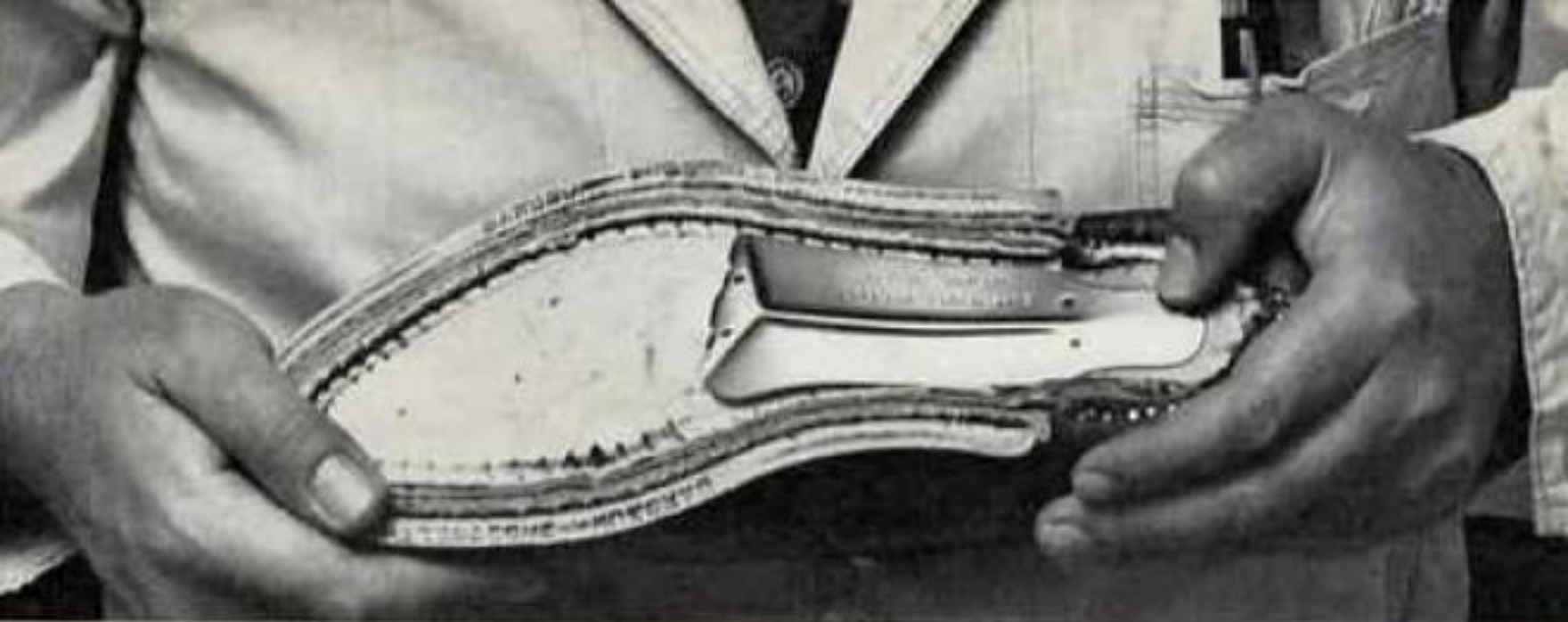


Of all the ways to say I love you,
mink is the warmest.

Say it with a Givenchy coat designed in the finest mink from
Scandinavia at I. Magnin, Nan Duskin, Swanson's, Harold

SACA
MINK

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Security Mark



We shape your shoe the way God shaped your foot.

Reach inside a Wright Arch Preserver Shoe, and you'll put your finger on the reason why men who wear our shoes won't wear any others.

The reason is a very special little "bump" that we build into the insole of our shoe to fit right into the little hollow of your foot.

That little "bump" is what makes the Wright Arch Preserver different from any shoe

you've ever worn.

It's also what keeps our customers coming back year after year after year.

For nearest dealer write
E.T. Wright & Co., Inc. Rockland, Mass. 02370.
Style No. 270

Wright Arch Preserver® Shoes



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GET A LEG UP WITH LEE

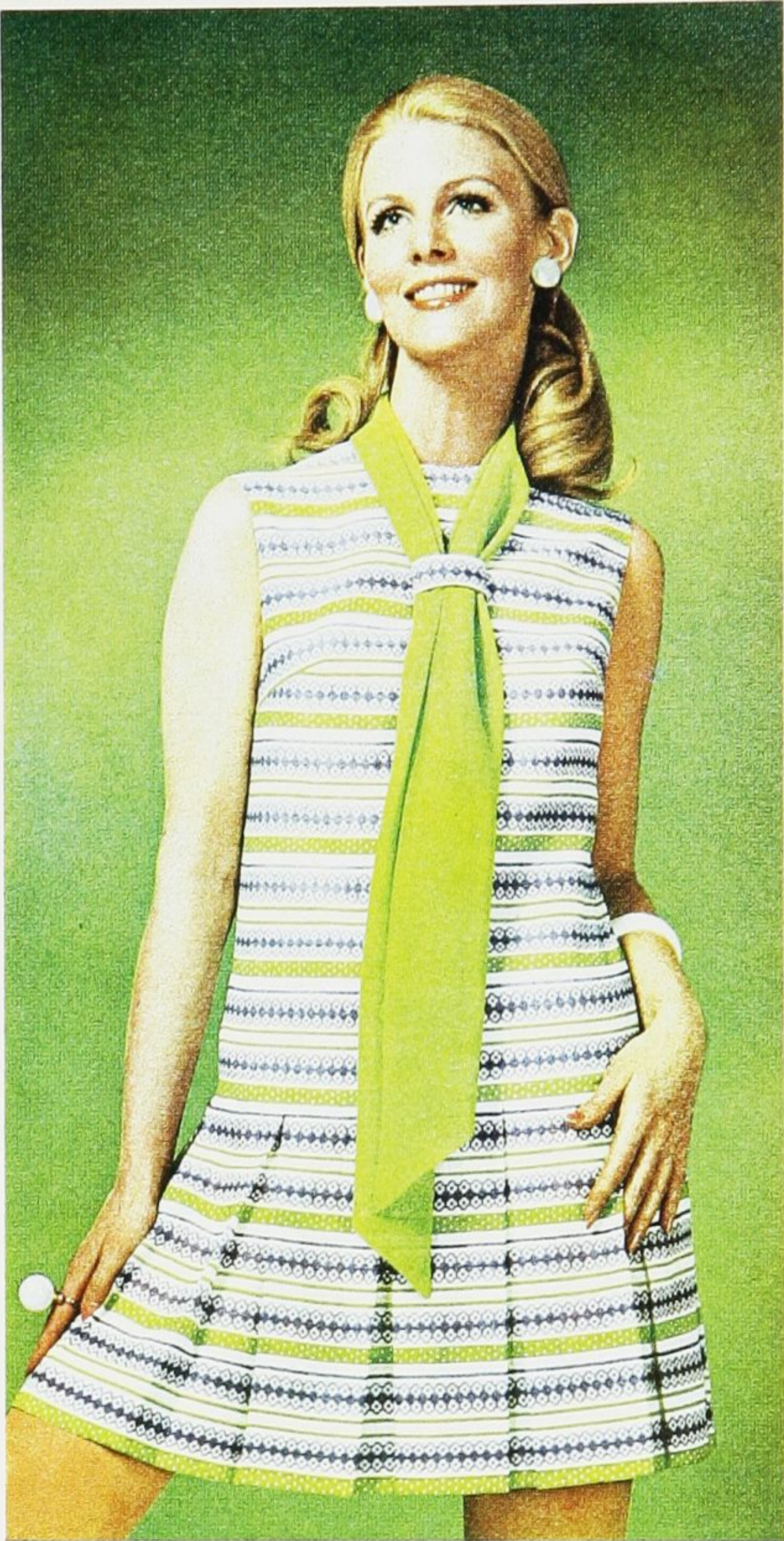
Lee Knickers. They're not for everybody. Just for the guy who's daring enough to reach out for dashing style. And practical comfort. They're eye-catching in the park. Or at the Plaza. Blouse 'em over riding boots. Or wear 'em with argyle socks (they're coming back, too). Whatever, you're on your own with Lee Knickers. Meticulously tailored of twill tweed. In subtle shades of Taupe, Brown, Burgundy, and Blue. Available at better stores everywhere. \$13.

LEE[®]
One up in style

VF

H. D. Lee Company, Inc., Fashion Division, P.O. Box 440, Shawnee Mission, Kansas 66201. And available at better stores everywhere.

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R&K

ORIGINALS

for the girl who knows . . .

A breeze of sheer voile, striped and scarfed and swished with pleats. 65% **DACRON**[®] polyester-35% cotton. Green/purple (shown), gold/black, red/blue. Sizes 10 to 18. About \$30. **R & K Originals**, 1400 Broadway, New York, N. Y. 10018, a Division of Jonathan Logan.

®DU PONT REGISTERED TRADEMARK. SLIGHTLY HIGHER IN THE WEST.


here's johnny!



*Photographed at Twickenia Boat,
Marine, Florida*

You hear a lot of talk about form versus function. I've always felt that they can go together. If you've really got something that works well and looks terrific—well, you've really got something! That's how it is with my line of clothing. Like this suit. It's from my new Fall Collection. It looks great. But more than that, it feels great on. Oh yes, it makes a pretty good sport coat, too.

JOHNNY CARSON: HUNTER TIE AND JOHNNY CARSON: HUNTER SPORT COAT
COLOR COORDINATED SHIRT AND TIE COMPLETE THE HUNTER TIE TIE SHIRT, JOHNNY CARSON: HUNTER
AT FINE STORES THROUGHOUT THE UNITED STATES AND CANADA.

 **JOHNNY CARSON APPAREL INC.** FOR NAME OF THE NEAREST DEALER WRITE TO:
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SUITE 101, TORONTO 26, ONTARIO. ©—

Village & Service
Security Park

A woman with dark hair is posing dramatically against a white background. She is wearing a long-sleeved, form-fitting top with a red and black houndstooth pattern and a black belt. Her pants are black and flared at the bottom. She is wearing red high-heeled shoes. Her right hand is near her face, and her left hand is extended outwards. Her legs are spread wide, and she is looking upwards.

a
whole
new way
of
walking

J. PADRINO

marshmallows, platforms and down to earth fashions

SMERLING IMPORTS, INC. 350 Fifth Avenue (Suite 7419) New York, N.Y. 10001

Wrangler®

Remember the "W" is Silent.

**Wrangler thinks
Americans should
get what they
pay for.**

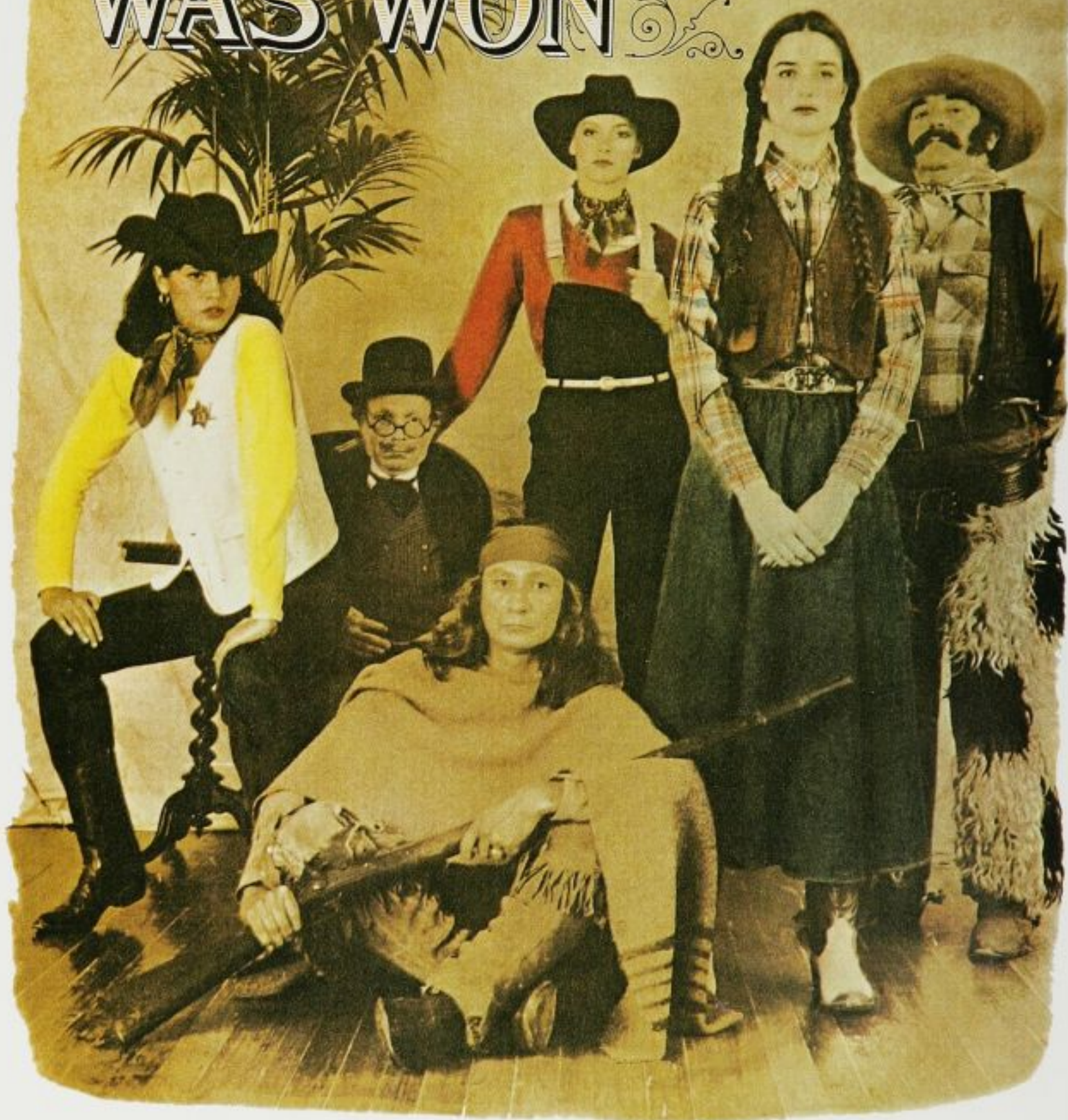
**That's your right
and our
responsibility.**

**Meet the Jeans
and Jackets from
the CorduWroy™
Collection.**

Wrangler Menswear
330 Fifth Avenue
New York 10013
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HOW THE WEST WAS WON



Out of the West comes a look that is changing the way America dresses. It's bright, bold, sassy and sweet. And, the Gap's got it. Straight leg denims, bright knits, earth tone vests in burlap or suede, and the new look in overalls. Discover the fashion look of the West at The Gap. You'll be glad you did.

the
gap®

Get Down with Something Good at McDonald's.



Daddy and Junior Gettin' Down.

Daddy and Junior really dig doing things together . . . going to a game or just ridin' 'n rappin'. But, the biggest treat is stopping for something good at McDonald's.



**Introducing Encron Strialine.
The first slub polyester.
It puts a little texture in your life,
for a change.**



**The slacks
by Farah.**

Look at the look of the fabric by Knit Away. It's unplain. Total texture. What you can't see is the way these bits of Encron Strialine polyester perform. They're easy care but firm about keeping in shape.

Available at fine department & specialty stores everywhere. Contact Farah Manufacturing Co., Inc., P.O. Box 9519, El Paso, Texas 79985, for the store nearest you.

ENKA

What does it take to make you feel like a million?

If you're a cat lady,
purring and self-satisfied,
the world will soon
recognize you in this
natural Canadian Lynx.
Don't fight it.
Every kitty needs
its catnip.
It's about \$2000.

It takes the you you always
wanted to be, in the fur you'll
want to be you in. Could
that be Mink?

In short, this natural
black Mink sweeps and
twirls all the way
down to your heels.
That statement is
\$5950.

How different are you,
anyway? Well, this
beautiful Bazarisk
can make quite a
difference in the way
you feel. A nice
warm feeling because
you'll probably be the
only girl on your
block to have one.
And it's only \$1395.

Look for this tag on
every real fur garment.



Fur.

Real fur. It doesn't cost a million to feel like a million.

FUR NEAREST SOURCE: WETSU, THE AMERICAN FUR INDUSTRY, 367 FIFTH AVE., N.Y. 10017. PRICES ARE SUGGESTED RETAIL PRICES AND MAY VARY WITH LOCATION. ALL FURS LABELLED AS TO COUNTRY OF ORIGIN.

Vintage Ad Service
Security Plans

flagg Bros.

Men's Fashions By Mail



=6018



=6104

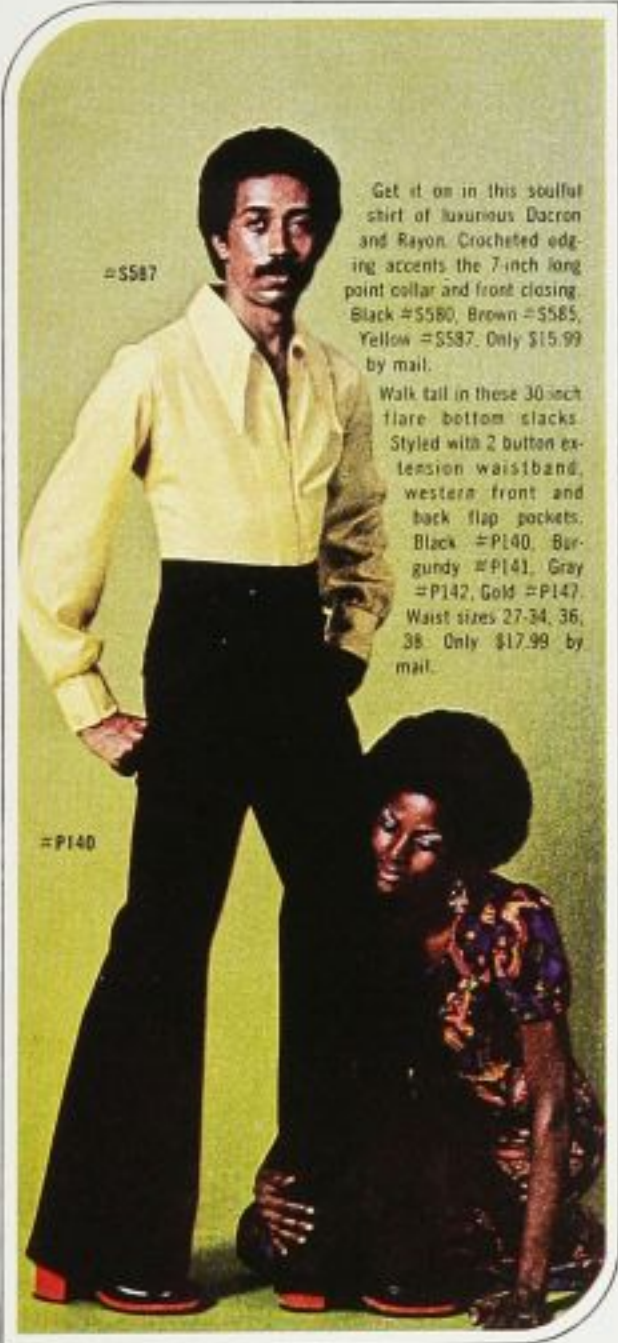
Walk proud in the MELLOW MOVER. A smooth black and burgundy leather lace-up. Newest tap sole and all-leather maxi heel. Biscuit toe. Curving leather accents around eyelets and toe. Style #6018. Only \$17.99 by mail.

Be a cool stepper in the SOUR STRUTTER. A bold tan and black leather wingtip lace-up. Covered platform sole. Flared maxi heel. Style #6104. Only \$16.99 by mail.



=5546

Put on non-stop style with the pucker knit shirt of acetate and nylon. Handsome 8-inch long point collar and cool balloon sleeves. Black =5540. Wine =5541. Royal Blue =5546. Only \$12.99 by mail.

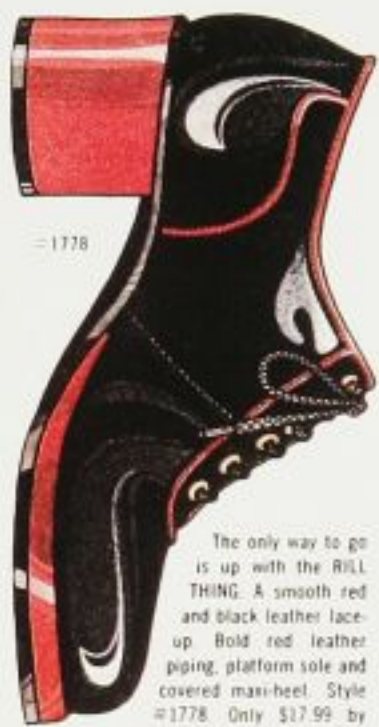


=5587

Get it on in this bouffant shirt of luxurious Dacron and Rayon. Crocheted edging accents the 7-inch long point collar and front closing. Black =5580, Brown =5585, Yellow =5587. Only \$15.99 by mail.

Walk tall in these 30-inch flare bottom slacks. Styled with 2 button extension waistband, western front and back flap pockets. Black =P140, Burgundy =P141, Gray =P142, Gold =P147. Waist sizes 27-34, 36, 38. Only \$17.99 by mail.

=P140



=1778

The only way to go is up with the RILL THING. A smooth red and black leather lace-up. Bold red leather piping, platform sole and covered maxi-heel. Style #1778. Only \$17.99 by mail.



=A810

Be your own kind of man in the DO-THE-DO toga suit. Coat and slacks are styled from luxurious acetate and nylon. Tunic is trimmed in imitation Persian lamb. Slacks feature 22-inch flare bottoms and extended waistband. Black =A810, Beige =A814, Burgundy =811. Coat Sizes S, M, L, XL. Waist sizes 28, 30, 32, 34, 36, 38. Only \$42.99 by mail.

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(please print) street

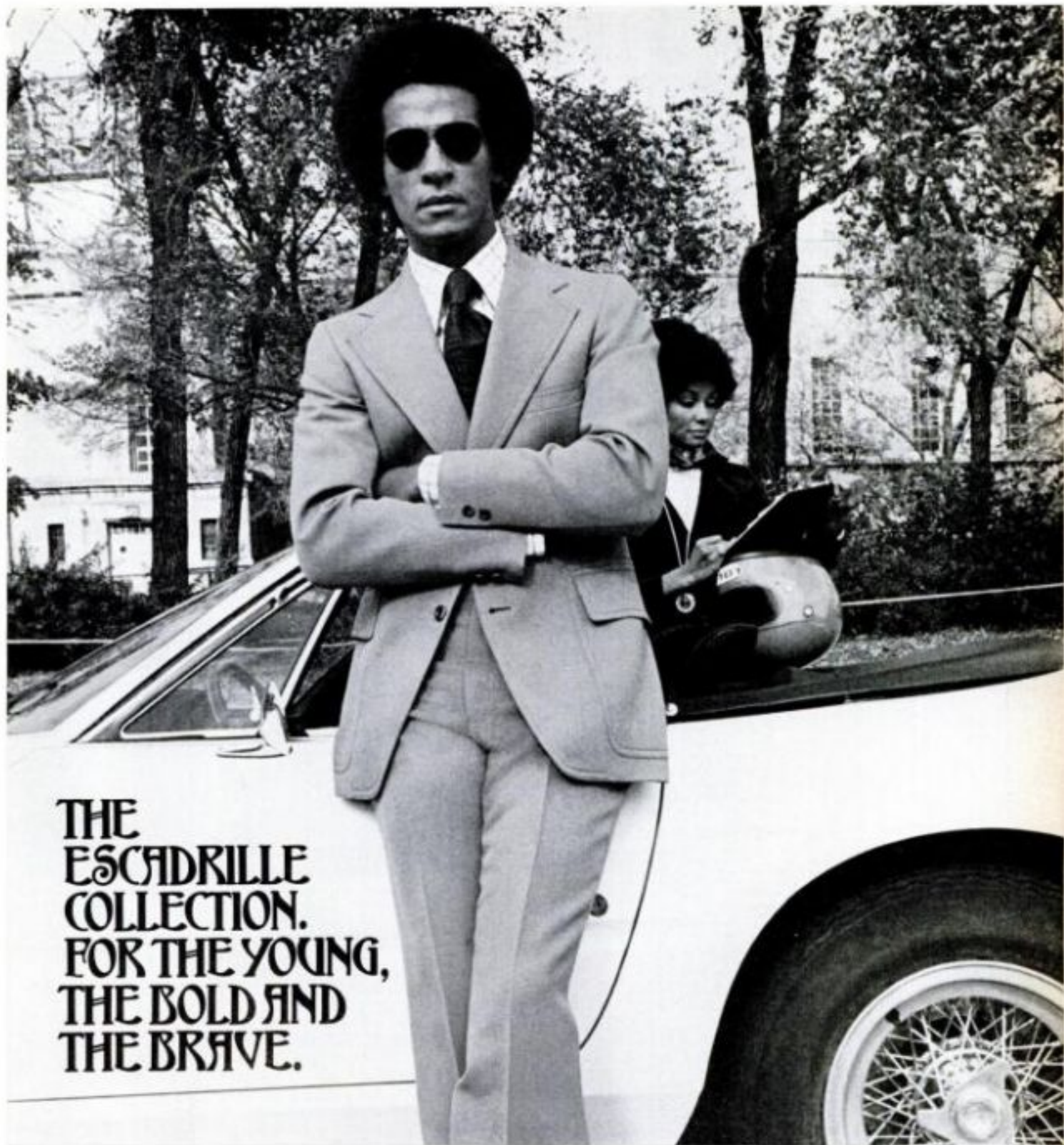
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If you are ordering any item from this page, fill in the following form:
 Shoes in D widths only. Order slacks by waist size. Slacks shipped with unfinished bottoms. Shirt sizes S (14-14 1/2), M (15-15 1/2), L (16-16 1/2), XL (17-17 1/2).

STYLE = _____ SIZE _____ STYLE = _____ SIZE _____
 STYLE = _____ SIZE _____ STYLE = _____ SIZE _____

If money order, add \$1.25 uniform postage fees and insurance. For C.O.D., add \$1 deposit. No C.O.D.'s can be delivered to A.P.O. or F.P.O., or any foreign country. Orders to these addresses must be paid in advance. Tennessee residents, add 5% sales tax. Money Order C.O.D.

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**THE
ESCADRILLE
COLLECTION.
FOR THE YOUNG,
THE BOLD AND
THE BRAVE.**

A new kind of pocket on a new kind of fabric, highlights the new kind of spirit in The Escadrille Collection. It's a big bold patch pocket, framed and outlined with the same Escadrille stitching that accents the jacket edges and lapels. The fabric is a rugged twill that's 100% texturized polyester to give it just the right amount of easy-moving stretch. The distinctive insignia lining is pure Escadrille. This is just one suit from The Escadrille Collection of suits and sport coats. Just one spirited way of showing the world exactly where you stand on fashion.

Suiting the American Man since 1887 • **HART SCHAFFNER & MARX** 
36 SOUTH FRANKLIN STREET, CHICAGO, ILLINOIS 60606



What big traveler is a little stay-at-home?

Our double life luggage, obviously. It can hold a world of things away and then fold up almost flat for stowing away. Pliant and flexible, it's giving... yet tough enough to take the roughest baggage handling. Sleek black nylon with vinyl trim and red/beige/green striping. In his hand, 19-inch carry on soft pak, \$68.50. Then clockwise, cosmetic tote, \$34.50; 26-inch, \$79.50; 21-inch, \$63.50; ladies' garment bag, \$152.50. Luggage Collection. Add sales tax on mail and phone. 75c handling beyond delivery area.



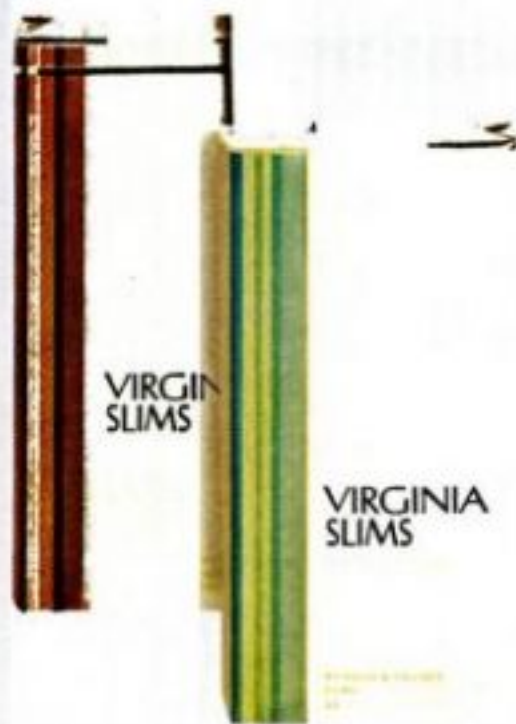
*Saks
Fifth
Avenue*

*Vintage All Service
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You've come
a long way, baby.
**VIRGINIA
SLIMS.**

Slimmer than the fat cigarettes men smoke.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Urheberrechtlich geschütztes Material

Branden 18 mg/1000 l. 3 mg. nicotine. Mouth 18 mg/1000 l. 3 mg. nicotine av. per cigarette. FTC Brand 301 133



NOW THE WORLD'S
GREATEST TEMPTATION
IS A NEW KIND OF TOWEL

It's 'Temptation'—
and you can't afford to resist!

Here's the most exciting look
in towels since baths began.
And the most exciting feel, too!
It's Fieldcrest's new 'Temptation'
towel, a unique blend of cotton,
rayon and polyester (patents
pending). Silken soft on one
side—luxuriously thick terry on
the other. Ten shimmering
high-fashion colors, including
white. At the stores you love most.

Solid colors now specially priced.
Limited time only.

Only Fieldcrest does it like this.

Fieldcrest

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Fashionberry®...so tastefully inventive!

Countess Mara's endless ingenuity, always within the bounds of good taste, is dramatically demonstrated in her new Fashionberry collection. Three intriguingly different designs, each in three well-blended colors, offer nine inviting choices to the discriminating man. At \$16.50

each, pure silk Fashionberry ties reveal the same peerless craftsmanship as Countess Mara creations cost as much as \$1,000. Each bears the famous C.M. authenticating it as a design for "one man."

Countess Mara, Inc., 110 E. 57th St.

Countess Mara

Without the Countess Mara
Security Plan

Encron Strialine.
The first slub filament polyester.
It puts a little texture in your line,
for a change.



Latitudes™
by Phoenix.

The secret of looking like an individual in leisurewear is classic styling with individual-looking fabric. This leisure-suit by Phoenix sports fabric with an interesting slubby look. It's knit of Encron Strialine, the fiber that gives fabric the look of total texture. Still, Encron Strialine is polyester. And easy to care for.

Available at fine department and specialty stores everywhere. Or contact Phoenix Clothes, a Div. of Genesco, 1290 Avenue of the Americas, New York, N.Y. 10019, for the store nearest you.

ENKA

We put twelve tasty ingredients into our Catsup and Relish so you'll get one tasty hamburger.

What really makes a burger sizzle is Del Monte® Catsup and Del Monte Hamburger Relish. That's because the Catsup is blended with beautiful spices and herbs to give it a thick rich flavor. And the Del Monte Relish is

full of natural ingredients including zesty bell peppers. So when you're bar-b-queing this summer don't forget the sizzle. Del Monte Catsup and Relish. They'll make any hamburger stand out in a crowd.



Vintage Ad Service
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Ely sends you down to the sea in cotton.

Cotton chambray shirts. Cotton denim pants. Cotton denim jackets. Hard-working gear with the comfort and ease you need in wind, water, and sun.

And with the lines you like.

Pants, baggy or flared, cuffed or uncuffed.

Shirts, western-style or

work-style. Jackets,

short-cropped and many-

pocketed. In men's and

boys' sizes at your favorite

store. Or write Ely &

Walker, 823 East Holmes

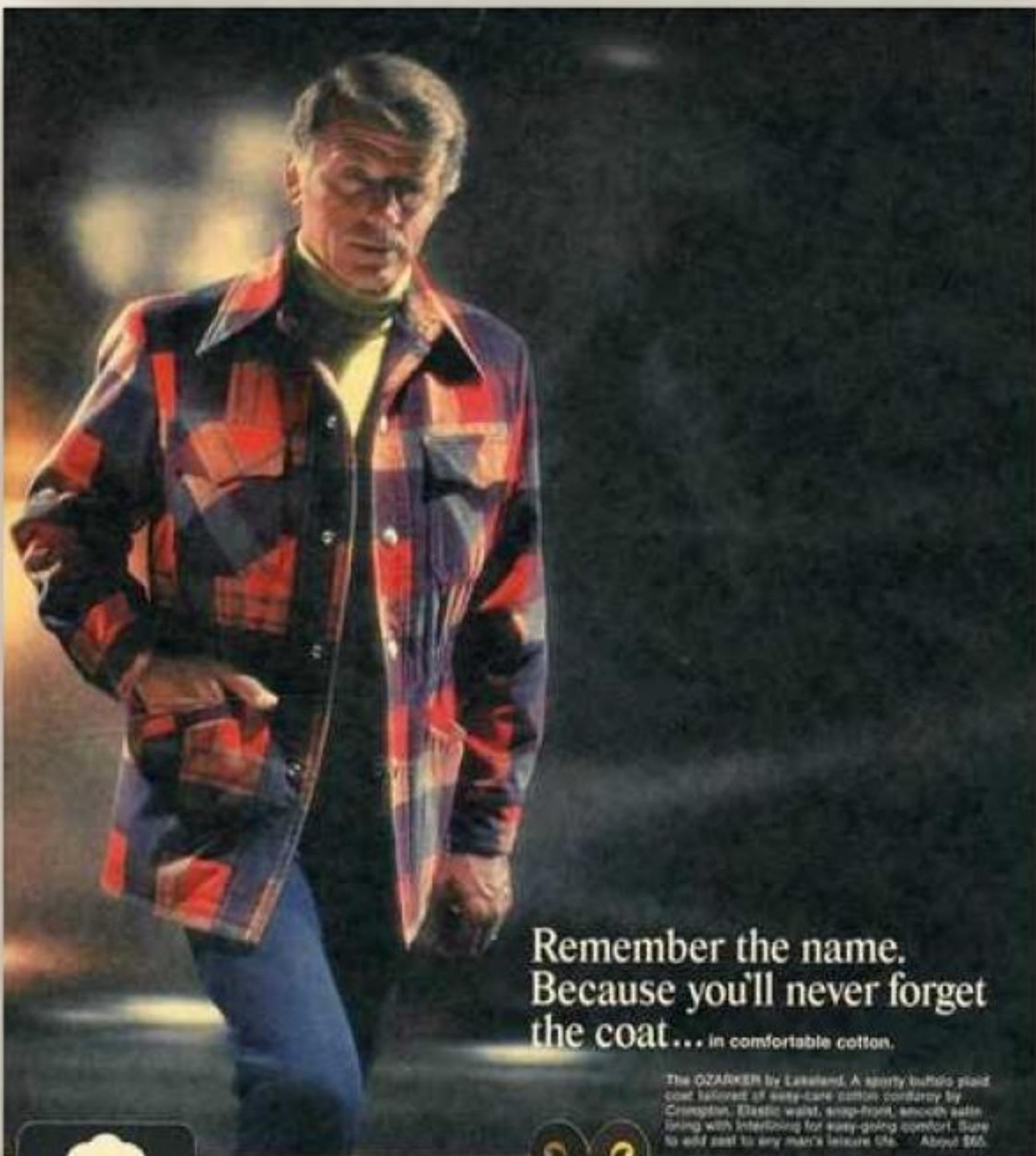
Road, Memphis, Tennessee 38116.



ELY
G WALKER



Vintage All Service
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Remember the name.
Because you'll never forget
the coat... in comfortable cotton.

The OZARKER by Lakeland. A sporty buffalo plaid coat favored of easy-care cotton corduroy by Crinkleton. Elastic waist, snap-front, smooth saddle lining with interlining for easy-going comfort. Sure to add zest to any man's leisure life. About \$65.



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Vintage Air Service
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Roblee. The Gold Standard



Supple handsewn kidskin in the season's most covetable color

Handsewn vamp, kidskin uppers only



Brown Shoe Company, a member of Brown Group, Inc.

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Sole
Sewing Mark
SHOE

CAROLYN BRAND OFF TO SCHOOL 8 A.M. LOS ANGELES, CALIFORNIA



Carnation.
instant breakfast
makes milk a meal
6 ENVELOPES

It gets you where you want to be, feeling beautiful. Carnation Instant Breakfast. Mixed with milk, as much protein, vitamins, and minerals as a poached egg on toast, 2 slices of bacon, and a glass of orange juice. You couldn't ask for anything more.



a Body
Couldn't Ask
for Anything
More

Carnation Instant Breakfast

Unmistakably
Johnston
& Murphy

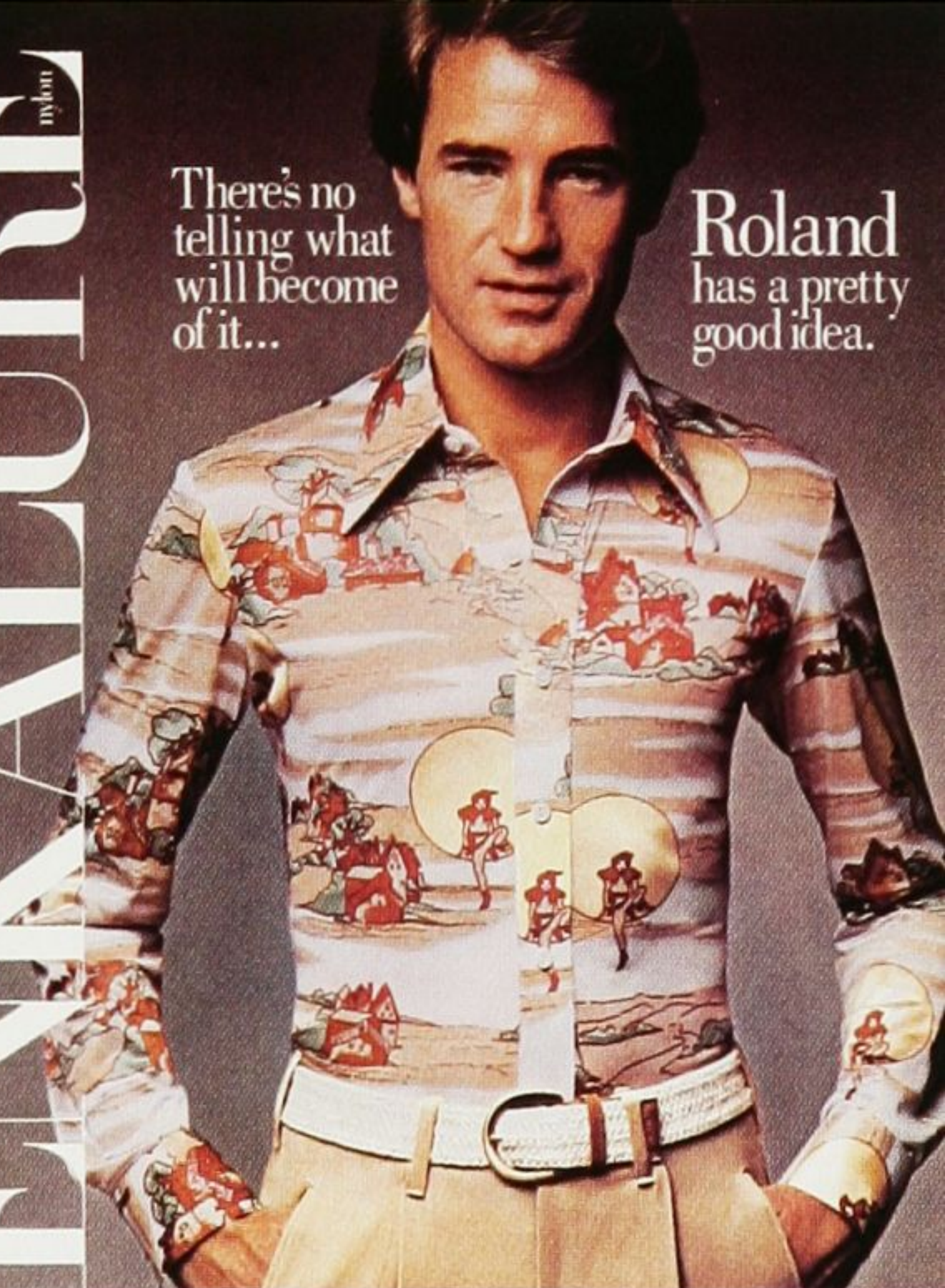
J&M's Americana. Our sophisticated new slip-on in soft crackle patent and eleven color combinations. About \$60. Available now at America's finest stores.



nylon
ENKA

There's no
telling what
will become
of it...

Roland
has a pretty
good idea.



You'll look current and feel comfortable when you put on this scenic shirt by Roland. The silky feel of the fabric, the with-it look of the print make the perfect top for the kind of leisure pants you live in. This contemporary shirt's made of Enkalure[®] nylon, today's kind of yarn for your kind of lifestyle. And perfect fit's a fact. This body shirt comes in six (count 'em six!) body-hugging sizes: small, small/medium, medium, medium/large, large and extra-large.

Available at fine men's wear stores everywhere.

Or contact Roland, Division of RK Industries, Inc., 936 Maple Ave., Los Angeles, Cal. 90015, for the store nearest you.

ENKA

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FERRAGAMO

Vintage Ad Service
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*Ferragamo shoes and accessories. Ferragamo designed clothes.
See the beautiful new shop at: 24, Old Bond Street, London W.1. 01-629 5007.*

Salvatore Ferragamo

What's afoot in the world of fashion?



Style DF 15021 approx. £8.49

DEVONSHIRE

Mansfield Shoe Company Limited Mansfield Notts

*Vintage All Service
Security Plans*

Play it again, London Fog®



It's not the same old story. London Fog® has updated the classic trenchcoat look with Imaginit® —a new woven fabric with the stretch, shape and wrinkle-resistance you've always wanted. Plus the protection of London Fog's own water-repellent formula. On that you can rely.



LONDON FOG®

lets you laugh at the weather

Grand Illusions — Borgana. Borgazia. The Two and Only.

It's not how rich you are. It's how rich you feel. In our plush, posh unreal furs. So warm and beautiful even an heiress would love them. The double-breasted coat of lustrous black Borgazia® with luxurious touches of make-believe mink, 8 to 6, 165.00. And belted coat of Borgana® with the panache of pseudo lamb, in brown or oyster, 6 to 16, 120.00. Both in soft depths of Orlon® acrylic pile. The Borgazia® coat from Sports Coats, Fifth Floor. And the Borgana® coat from our Second Floor Coat Shop, Lord & Taylor, Fifth Avenue at 39th Street. Call Wisconsin 7-3300 (24 hours a day). And at all Lord & Taylor stores.

*Trademarks of Berg Textile Group, Bunker Rame Corporation



Village All Service
Security Mark

The secrets of the Earth[®] shoe.

When the Earth[®] shoe was first invented, an uproar began. The heel was lower than the toe! For years people talked about it, wrote about it, stared at it, tried it, and finally came to love it.

And of course, many, many shoe companies tried to copy it.

But all they knew about was our heel. Nobody knew about the rest of the Earth[®] shoe, which is every bit as remarkable as our heel.

Nobody knew our secrets. Yet, all along, those secrets have been doing incredible, positive things for you.

The better you walk the easier it is.

Inside every Earth brand shoe is a brilliant invention. The Earth sole. An invention that guides you, inch by inch, through a unique experience which we call 'pure walking.' A path of motion designed to balance, focus and concentrate your own natural forces so that you will walk, perhaps for the first time, with continuous, comfortable ease and power.

The EARTH shoe power path.



The theory of 'pure walking.'

Walking is like sports or dance or the martial arts. You don't need to use a lot of effort if you do them right. For instance, you can hit a tennis ball perfectly using practically no force, if your form is right and you know which muscles to use.

The same is true of walking.

And that's what the Earth brand shoe is designed to do. To choreograph your walk, to concentrate your power, to focus your movement into an efficient, comfortable, easy, powerful way to walk.

The 'power path' of the Earth sole.

The Earth brand shoe is precisely calculated and constructed. It shifts your weight in a carefully plotted path, rolling from the lowered heel to the outside of your foot, across the ball of your foot, and ending with the big toe.



differences... can function quite differently. That is why the Earth[®] shoe is patented under the U.S. patent number 3,305,947. There is only one Earth[®] shoe. And although it comes in many, many styles from sandals to hiking boots to dress shoes to sports shoes, they are all the most revolutionary, sophisticated and comfortable shoe ever designed.

The EARTH brand shoe comes in styles for men and women. From \$23.50 to \$49.50. Prices slightly higher in the West.

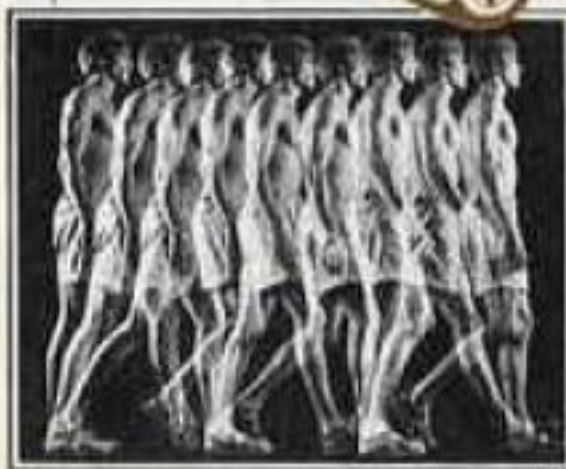
This 'power path' was designed by Anne Kalso after years of study and experimentation.

When you walk in the Earth[®] shoe, you will feel and understand why this path of motion is so special, so powerful, so effective.

Only the Earth shoe has the Earth sole.

Our secrets work too perfectly, too carefully, too powerfully to be tampered with. After all, balancing our shoe is a delicate and intricate process. And the difference between easy, smooth, powerful walking and difficult walking could be only a fraction of an inch.

So we should warn you against imitations. Not only is the Earth brand shoe the original negative heel shoe, but it took years to develop and perfect. And the slightest change... a copy with what seems to be small



KALSO Earth SHOE

EARTH is the registered trademark of Kalso System, Inc. For its negative heel shoes and other products. © 1975 Kalso System, Inc.



Anne Kalso

Foundress of EARTH

Shoe

You can only buy the Earth shoe at Earth Shoe Stores. For store near you, call toll free 800-327-8912. In Florida, call 407-432-5024. Or write for mail-order brochure, Earth Shoe, Dept. M0, 251 Park Ave. South, N.Y., N.Y. 10010.



"It's got to be
a Maximilian."

Vintage Ad Service
Security Mark

Smug. And for good reason.



You'd be smug too if you paid only ninety dollars for a coat like this.

A Smug coat makes you look terrific, and it also makes sense. It's reversible, so it's like getting two coats for the price of one. And it's an all-weather friend, because both the long-wearing checked wool blend fabric and the reversible DACRON® polyester & cotton Oxford are SCOTCHGARD® treated to repel stain and rain.

So you can look smug whether the sun is reigning or the rain is raining.

Misses sizes 6-18. Colors: Cream/Blue Check, Reverses to Khaki. \$90.00. Prices slightly higher on the West Coast. Smug, a Division of Cable Industries, 100 Auckland Street, Boston, Mass. 02125. Copyright, 1973 by Cable Industries. ®/TM registered TM/™ SM Co. For the best store near you, see facing page.

Smug

Vintage All-Weather
Security Mark

Are you the right kind of woman for it?

Can you brew bathtub gin?
Can you light his fire swiveling to a calypso beat while slugging champagne from a bottle and wearing nothing but one Edwardian rose behind your ear?
Find something to talk about when the TV set goes on the blink?
Do you *have* to have your carrot juiced every morning?
Own at least one pair of strategically cut-out bikini panties?

Have you a perceptive eye, a mind like a calculator, a bent for men who dig bikini panties, a passion for Fibber McGee, a cool head for business and an obsession for snakeskin backgammon boards?

Will you say "Yes" to a summer at sea even though you get seasick taking a bath?
Promise to love, honor and seduce

him with caviar, rum swizzles and suckling pig on your anniversary that *he* forgot?
Be first on the block with an ocelot?
Do a striptease without giggling?
See a psychiatrist if he does?
Did you say you knew the male silkworm moth (*Bombyx mori*) can detect the female's scent from 6.8 miles upwind?
You did?
Congratulations.
You get the idea.

**Why not get in touch with the Mistress Collection:
call toll-free 800-421-2062.***

Tell the operator you're ready for Funky's new Alfresco Group in sensual nylon jersey. She'll tell you where to go.
In California call: 213-749-1481.
*Except Alaska & Hawaii



The Mistress Collection by Funky.

Funky

Executive Offices: 1053 South Main Street, Los Angeles, California 90015

Can you imagine
what your
shopping center
would look like on
a postcard?

Or your taxis?

Or your
waterfront?

In Bermuda, we try to keep every place and every thing pretty enough for a postcard. We don't want to spoil what Nature was kind enough to give us.

That's why you'll enjoy every bit of our island when you walk around it, sail around it, cycle around it, or ride around it in one of our taxis.

Perhaps that's why so many people come back. And Bermuda is easy to come back to...because it's easy to get to. Only 600 miles away from the coastline of the U.S. Talk to your travel agent. Or write Bermuda: 610 Fifth Avenue, New York, N.Y. 10020-6 North Michigan Avenue, Chicago, Illinois 60602.



Bermuda

Wish you were here.



pour être mince ...



ANTINEA
P A R I S

Ce soutien, intégré dans une dentelle en gomme naturelle, assure un contrôle parfait des formes et vous fait perdre plusieurs centimètres de tour de taille.

Attention... lorsque vous commanderez vos robes, il vous faudra prendre au moins une taille en dessous.

« ANTINEA » est en vente chez les spécialistes et dans les stands des Grands Magasins, où l'on pourra vous présenter et vous faire essayer la collection complète des soutiens gorge, bustiers, gaines et janties.

Dans la même dentelle, vous trouverez également une gaine et un panty renforcés, spécialement étudiés pour femmes fortes.

Couleurs : Blanc, Chair, Marron.

Ligne des machines - Taille 1 / 34 - rue Lavoisier à Paris (8^{ème})

ANTINEA - 61, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

Vintage Ad Service
Security Mark



Brawny Knit Twill — Here's a masculine doubleknit outfit of 100% texturized "non-glitter" Dacron® polyester that's snag-resistant and easy-to-care-for. The jeans (about \$17) and the shirt-jac (about \$28.50) possess striking contrast stitching and find an ideal complement in the Lee "El Greco" knit shirt (about \$16) which features Mediterranean scenes. The Lee Company, 640 Fifth Ave., New York, N.Y. (212) 765-4215.

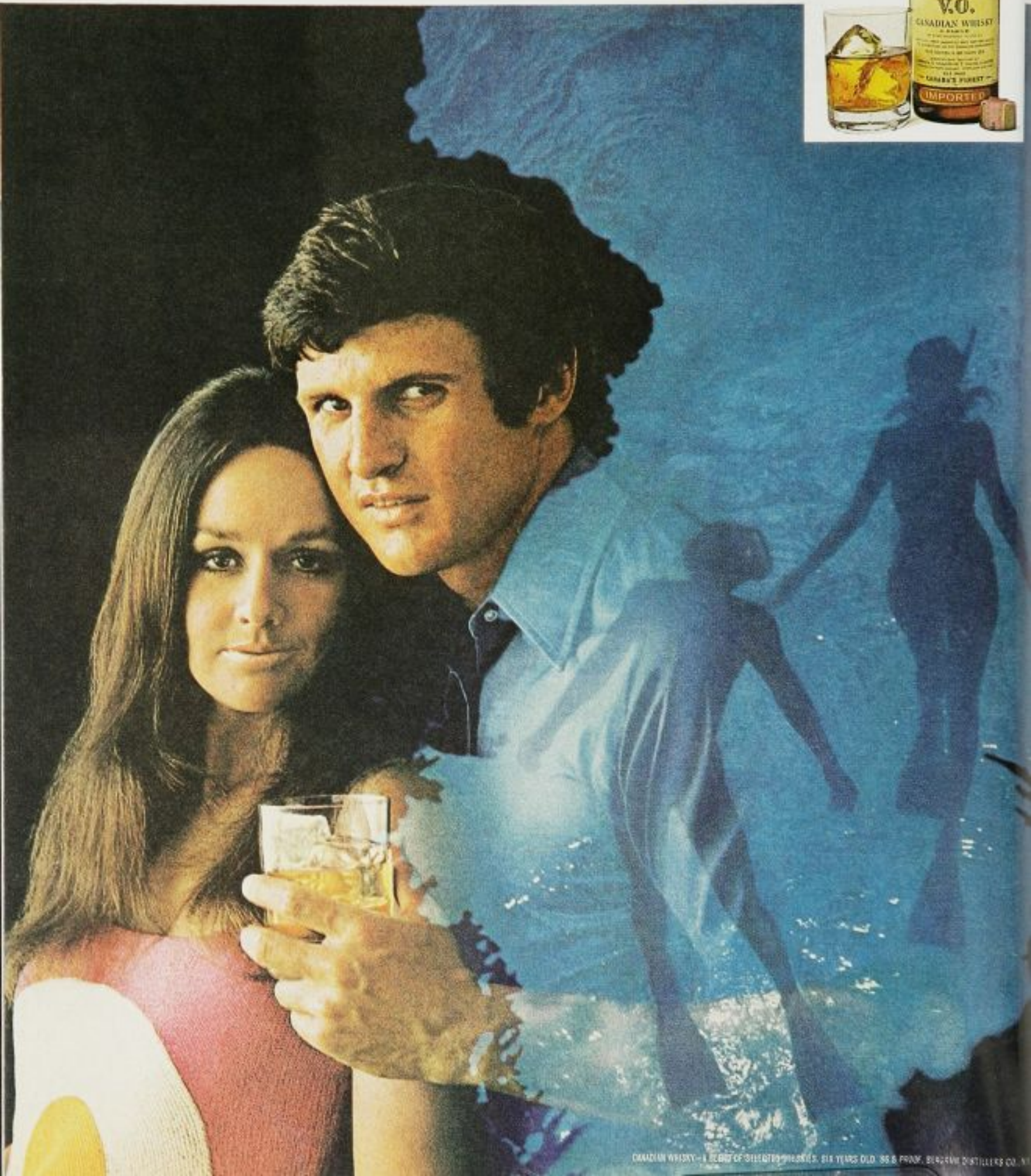
Lee A company of  **corp.**

Vintage Ad Service
Security Mark

Seagram's V.O. For people who squeeze all they can out of life.

They seem to do everything. And they do it right. Even when it comes to having a drink. It has to be Seagram's V.O. Very special. Very Canadian. Very right. Known by the company it keeps.

Seagram's **VO** Canadian



**"Our thing?
The Naked Martini.**

**Just put the perfect martini gin
on the rocks,
Seagram's Extra Dry."**



**Seagram's Extra Dry.
The Perfect Martini Gin.**

Seagram Distillers Company, New York, N.Y. 90 Proof. Distilled Dry Gin. Distilled from American Grain.





It doesn't cost a million to feel like a million.

How you feel depends on some self-appraisal.
Which one is yours?

1. The Norwegian Blue Fox jacket with leather trim. \$325.
2. The Red Fox jacket with the Gray Fox collar. \$900.
3. The dark Ranch Mink cape. \$4500.
4. The pale beige Mink poncho. \$7500.
5. The natural Stone Marten coat. \$4000.

6. The natural Mexican with Canadian Lynx. \$695.
7. The multi-colored Chinese Rabbit. \$1025.
8. The pale Mink safari jacket. \$3500.
9. The green-dyed Fox. \$2500.
10. The bleached white Mink. \$5000.
11. The coat of Stone Marten breeds. \$2800.

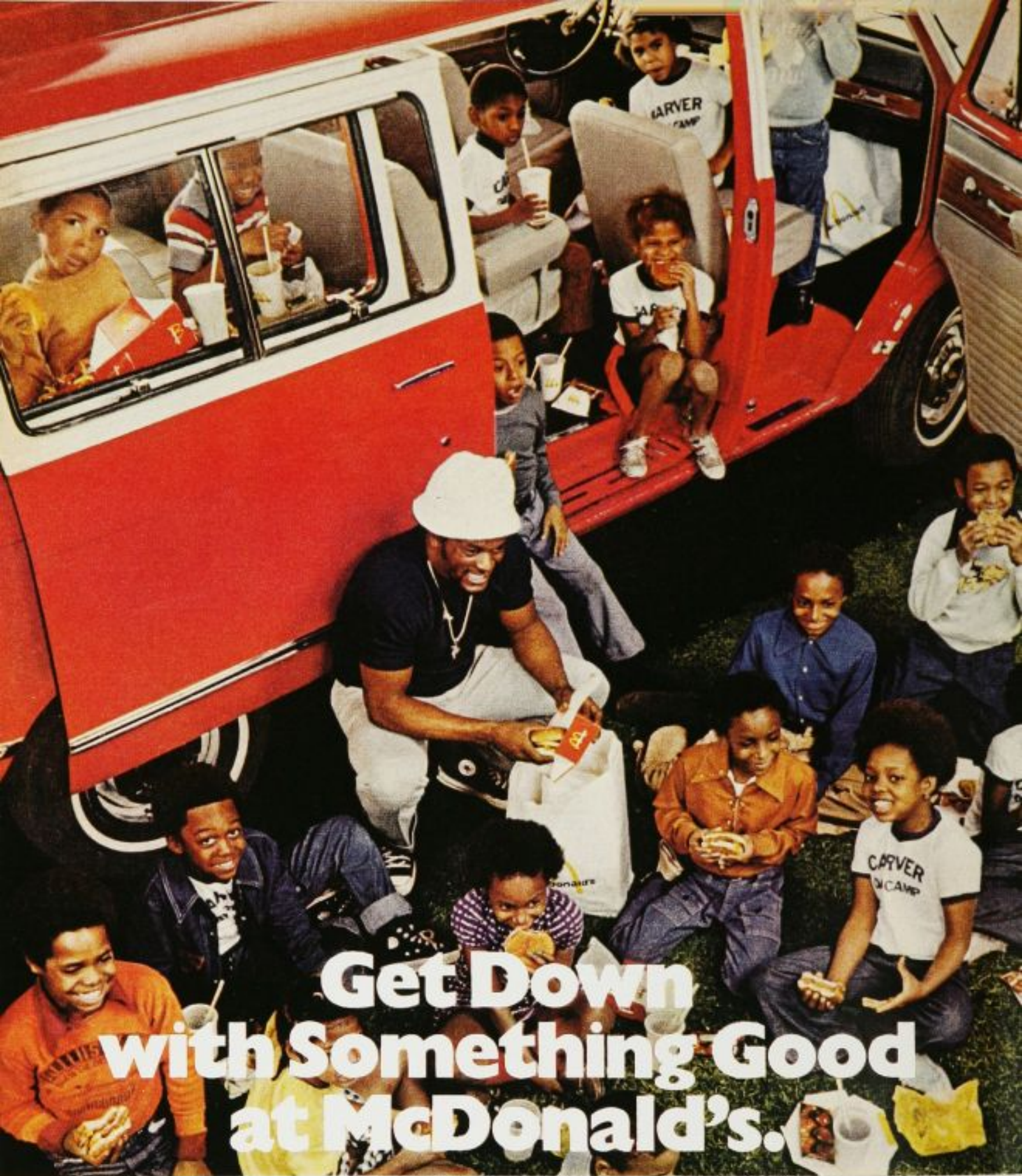
12. The Natural Russian Sable. \$25,000.
13. The multi-colored Mink tail poncho, trimmed with Russian. \$750.
14. The ladder of natural Red Fox coats. \$250.
15. The beige Mink jacket with Canadian Lynx. \$1100.
16. The brown Mink coat. \$7000.

17. The hooded Lynx Cat topper. \$1095.
18. The Russian White Fish Coat. \$4250.
19. The dark Ranch Mink. \$3000.

20. The brown Persian Lamb with Blue Fox. \$690.
What does it take to make you feel like a million?
All it takes is Fur. Real Fur.

Fur.

© 1973 The Fur Council, Inc. All rights reserved. Fur is a natural resource. It is a renewable resource. It is a natural resource. It is a natural resource. It is a natural resource.



Get Down with Something Good at McDonald's.

Carver Day Camp Gettin' Down.

Field trips are always a lot of fun.
Especially if you stop by McDonald's on your way home.
Because when it comes to good eatin',
McDonald's is one place that will satisfy everybody.
On the real side, kids can really dig
gettin' down at McDonald's.



**How come
I enjoy smoking
and you don't?**

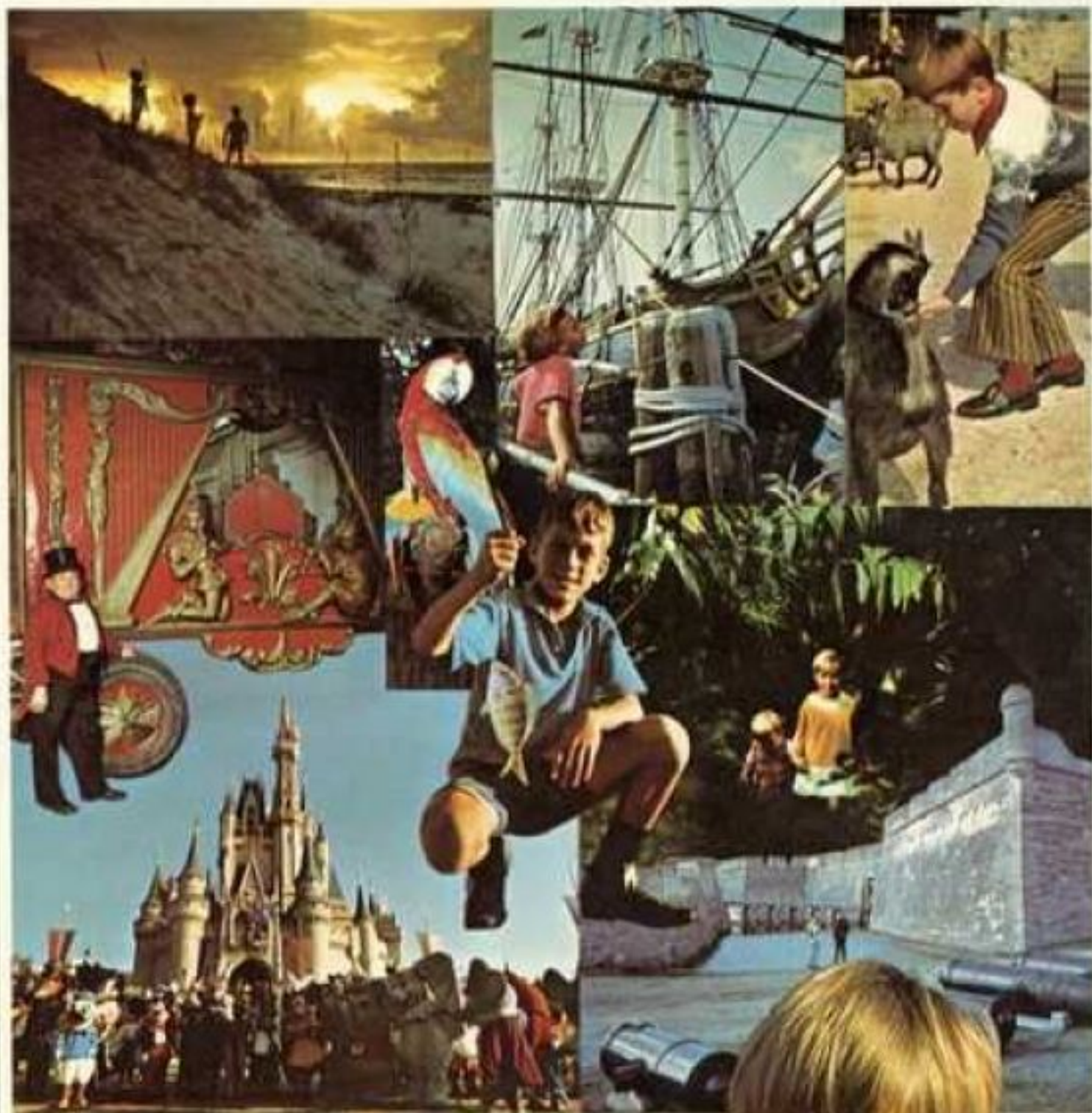
It's got to be my cigarette. Salem gives me great taste. And enough fresh menthol to keep things interesting.

You'd enjoy smoking, too, if you smoked Salem.

Salem.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report APR. '76.



Florida through the eyes of a child.

No matter how you look at it,
it's the place to come.

FLORIDA
THE STATE OF EXCITEMENT

Write for your FREE Florida VACATION-MASTER information Package! Be sure to let us know what recreation you like and when you plan to visit.
Florida Department of Commerce, Room 421, Collins Building, Tallahassee, Florida 32304



Village Inn Service
Security Mark

Scandinavian Mink Association



Life is too short and winter's too long
to go without mink.

Chester Weinberg's coat designed in the finest mink from Scandinavia at Bonwit Teller, New York

Vintage Ad Service
Security Mark
MINK

HOW GOOD IT IS!

THAT'S WINSTON



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© 1972 R.J. REYNOLDS TOBACCO CO.
21 mg. "tar", 1.4 mg. nicotine av. per cigarette, FTC Report AUG. '72.

Unheimlich geschützte Material

For all of you who wrote in telling us we didn't know anything about anatomy. Here's proof.

THE SCAPULADA IS NOT A SCAPULA



*This is a Scapulada.
This is not.*

An examination of the Scapulada can be a truly exciting experience. While a study of the Scapula merely tends to make one a little hot under the collarbone.

Which is what led to the discovery of the Scapulada in the first place. (But which means absolutely nothing in the second place.)

No serious study of the anatomy of the Scapulada can begin without two ounces of Jose Cuervo tequila in a tall glass of ice.

(Make no bones about it, Jose Cuervo is the very heart and soul of the Scapulada.)

Now to flesh things out we add the juice of a pineapple and the milk of a coconut. (One ounce of each will do nicely.) And shake it.

Now sit back and reflect on the anatomy of the Scapulada Before we go on to contemplate the Navel.



Things happen when you wear **ELEGANZA!**

**The boldest collection of dashing apparel
and dramatic imported footwear anywhere.**

FREE! Send for full-color catalog of the latest ELEGANZA fashions for men . . . from the world's largest mail order house of its kind. SEE eye-catching SLACKS: baggy legs . . . big flares . . . double-knits . . . dashing designs, fabrics, colors . . . flared, pleated or straight bottoms! SEE attention getting SUITS: walking suits, slack suits, shirt suits! SEE sensational SHIRTS, designed to make every head turn your way! SEE our exciting collection of imported shoes and boots from all over the world. See these and more — sold by mail only and unconditionally GUARANTEED!



Suit
\$44.95



Shoe
\$27.95

Slacks
\$16.95



Shirt
\$24.95

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FOR EXCITING NEW
**FREE
CATALOG**



Rush me your FREE full color catalog
showing plenty more great styles like these!

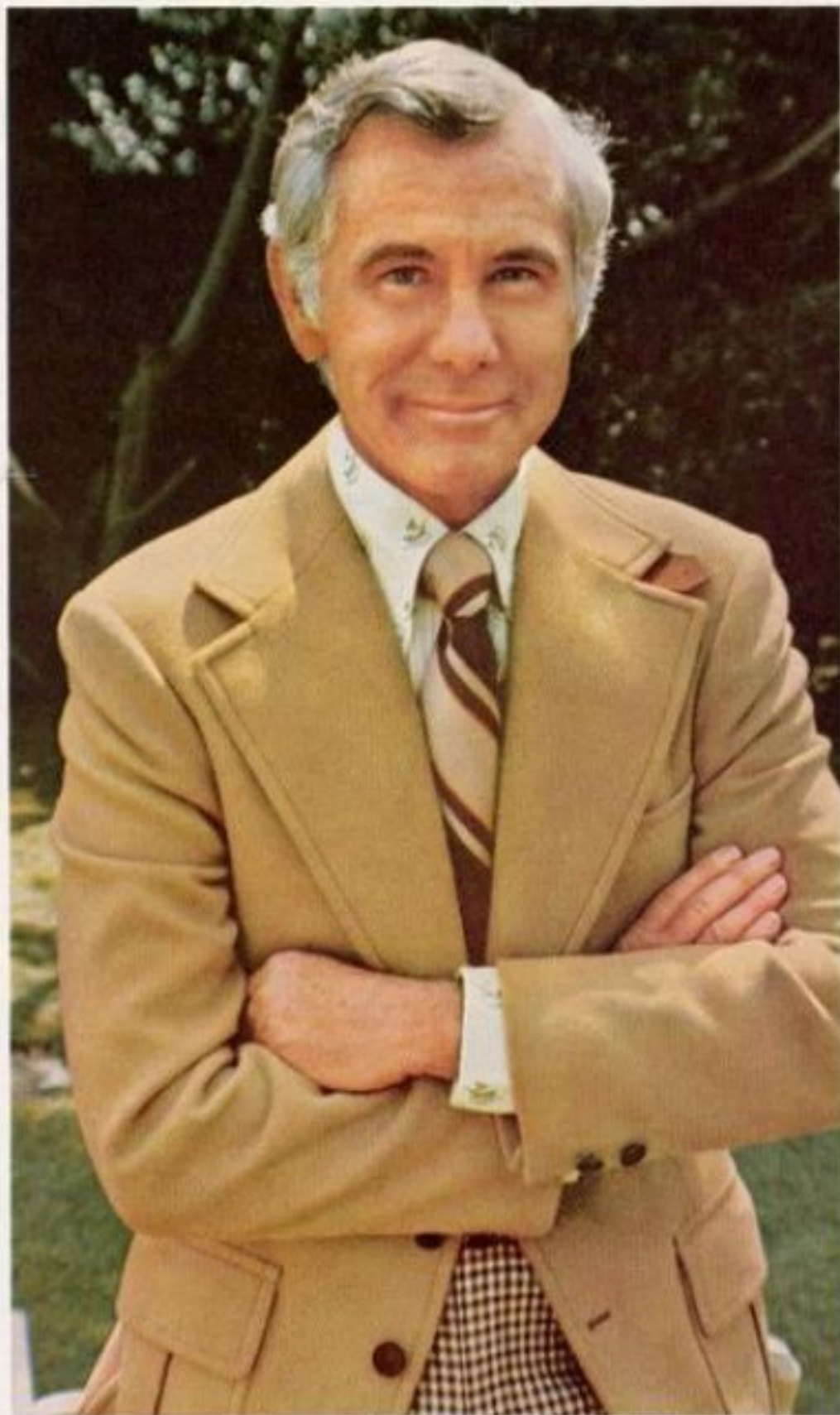
Name _____

Address _____

City _____ State _____ Zip _____

Eleganza

73 Manley Street, Brockton, Massachusetts 02403



Here's Johnny!

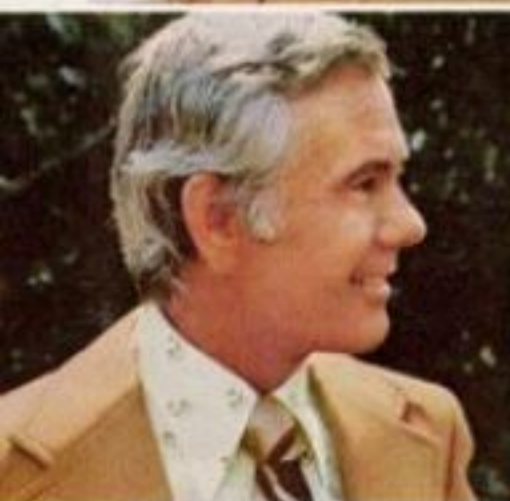
... wearing his
"Foxx" sport
coat of pure
wool. Wool. It's



got life. In a country
squire's kind of look that
looks great in the city, too.
Johnny Carson shirts and
ties and coordinated slacks
complete the wardrobe. At
fine stores throughout
the United States
and Canada.


Johnny Carson Apparel, Inc.

For name of nearest dealer write to 2020 Elmwood Ave., Buffalo, N.Y. 14240
Canadian residents write to 637 Lakeshore Blvd. W., Toronto 2B, Ontario



The lining and buttons of
Johnny's "Foxx" sport coat
are emblazoned with an exclusive
fox head design for just
the right sporting touch.

photography by Howell Conant

A woman with dark hair styled in a bouffant, wearing a vibrant green, long-sleeved dress with multiple layers of ruffles. She is looking directly at the camera with a slight smile. Her right hand is resting on her hip, and her left hand is extended downwards. She is wearing white high-heeled shoes with a large floral detail on the toe. The background is a plain, light-colored wall.

The look
is skin
by Jergens.

Jergens not only softens more hands, but more elbows, knees, and skin all over than the next 6 lotions put together.

The Soft 1



Fashions by Bill Blass.

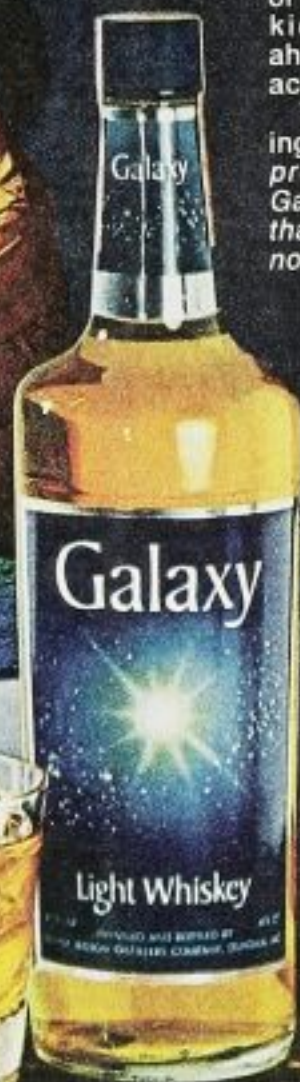
The age of Galaxy is here.

Discover a whole new world of pure whiskey enjoyment. Mellow-aged. In the timeless tradition of the world's great whiskeys. Yet light years ahead in taste and character.

You're probably thinking: "I've heard whiskey promises before. Can Galaxy really be better than what I'm drinking now?"

Could be. But then, you'll never know until you put it to your taste, will you?

Look for Galaxy
... it's out there.



TASTE THE MELLOW GLOW OF TIME IN GALAXY WHISKEY.

Galaxy Light Whiskey. Eighty Proof. Hunter Wilson Distillers Co., A Division of Joseph E. Seagram & Sons, Inc., N.Y.C.



PANATELA[®] SEPARATES. YOU'LL STAND OUT FROM THE HERD WITHOUT GETTING FLEECECED.

Contemporary styling? Individual flair? They're just not in the herd's game plan. But they can be in yours.

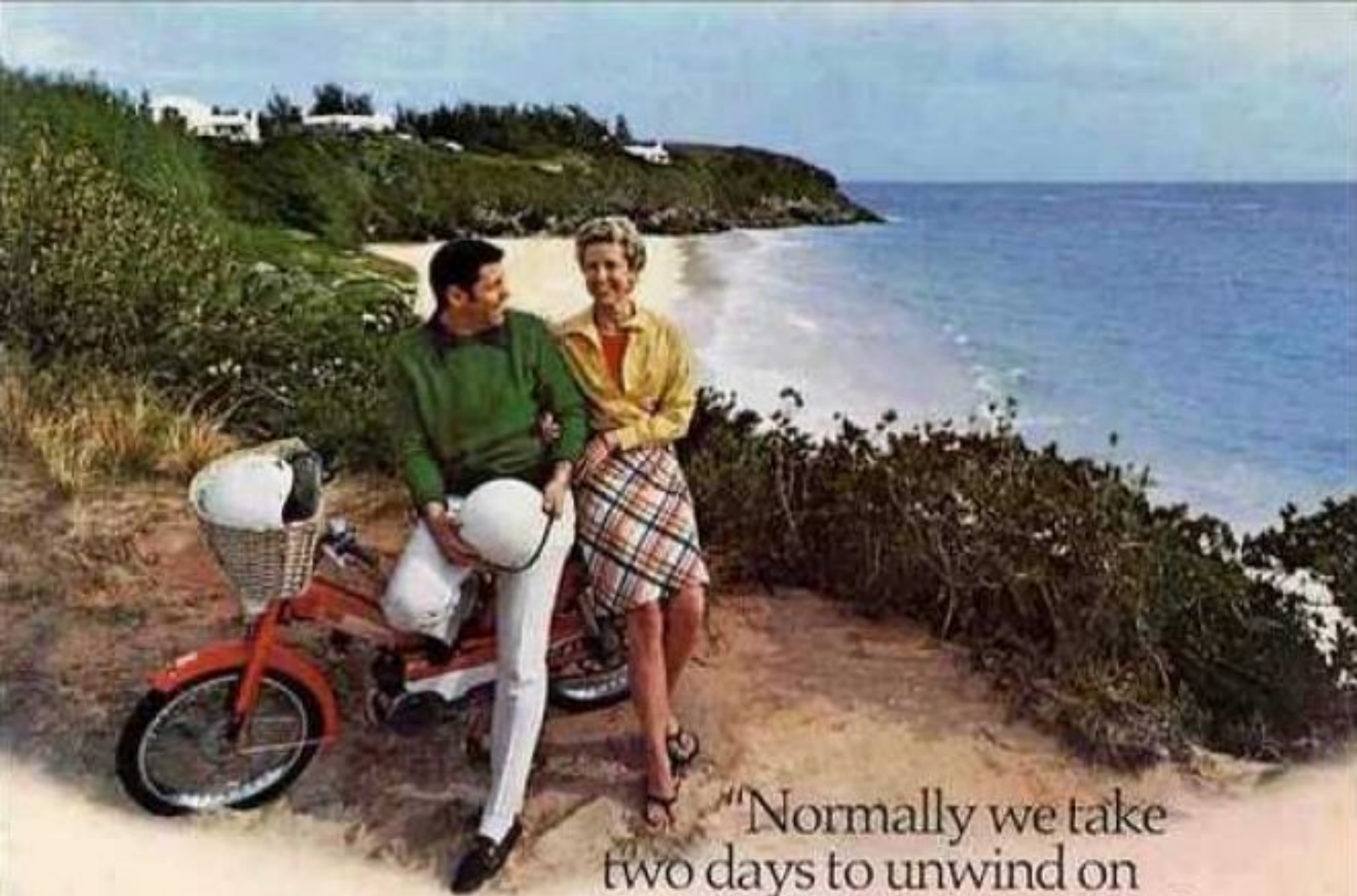
At a price you can easily afford. For instance: the brushed twill slacks and jacket shown cost far less than many people spend on a sportjacket alone.

And, of course, all our slacks and sportjackets are made from wrinkle-resistant fabrics. And specially constructed to keep their "fresh-from-the-store" appearance. Panatela Separates. When going your own way is more important than going the way of the herd.



QUALITY NEVER GOES OUT OF STYLE.

*Vintage to Service
Security Wear*



"Normally we take two days to unwind on vacation. Here we unwind when we step off the plane."

John and Judy Johnson reminisce about their third trip to Bermuda.



"We always feel like Bermuda is our home. It's perfectly charming here."

"It's such a gentle and civilized island. We love it this time of year."

"There's so much antiquity and heritage. So much to see. We loved Fort St. Catherine."



One of the highlights of Rendezvous Time!
BERMUDA FESTIVAL

January 9 to
February 11, 1978

1978

See your travel agent or write Bermuda, Dept. 1371,
630 Fifth Avenue, N.Y., N.Y. 10020
Suite 1827, 401 N. Michigan Ave., Chicago, Ill. 60611
or Suite 1009, 44 School St., Boston, Mass. 02108

Vintage Ad Service
Security Mark

Crompton makes velveteen for treasure hunting.



Crompton is velveteen.

Junior House pantsuit.

Crompton pinstripe patterned cotton velveteen.

Burgundy or navy 5-15. Jacket about \$60. Pant about \$29. Vest about \$27. Shirt about \$19.

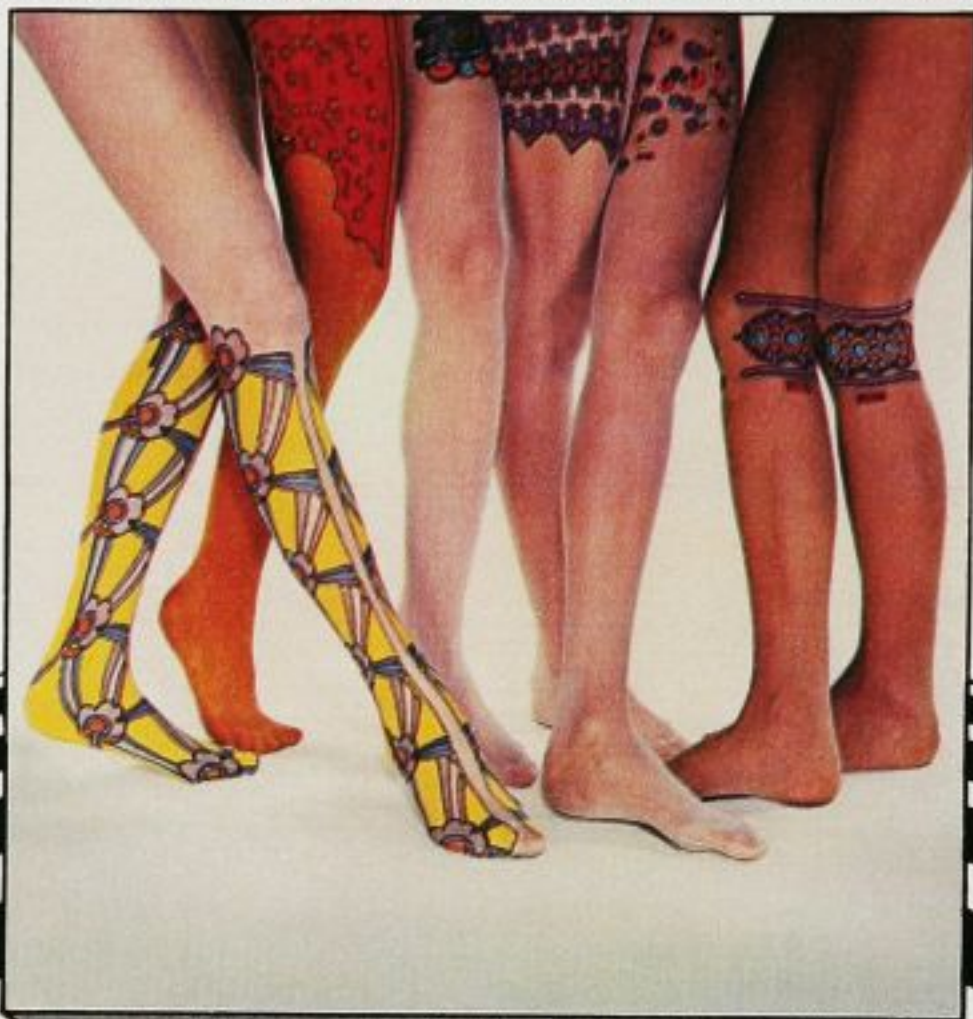
Big at Bergdorf Goodman, New York; Hochschild, Kohn & Co., Baltimore; Thalheimer's, Richmond & Raleigh;
Crompton-Richmond Company, Inc., 1071 Avenue of the Americas, New York 10018.

MADE IN THE U.S.A. BY THE WEST PHARMACEUTICALS CO. (CROMPTON) COMPANY

Vintage Art Service
Security Mark

Peter Max paints panty hose for Burlington-Cameo.

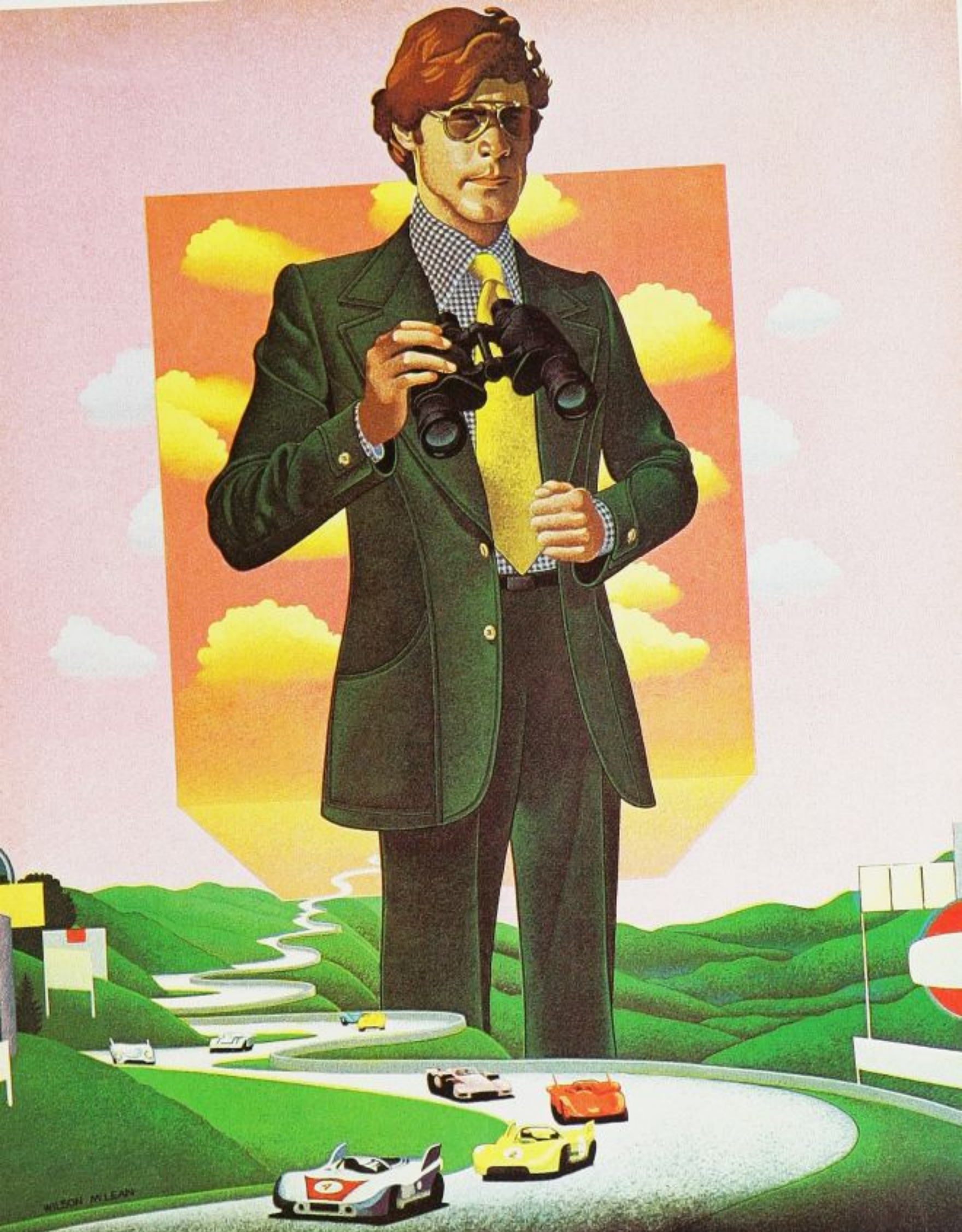
they come in three proportioned-to-fit sizes, \$8.00 each. body stockings, too, one size only, in 2 peter max original designs [not shown], cost \$10.00 each. buy the panty hose or body stockings and you get a coupon for a peter max poster. [it's a copy of this page blown up to poster size 14' x 36'.] send us the coupon you'll find in the package and one dollar to cover handling and postage. we'll send you the poster. who knows, your room might even look as good as your legs.



For nearest store, call free 800-243-0355.
In Conn. call 853-3600 collect.

Burlington 
cameo

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Above all... Phoenix Clothes

Qiana®

*It costs a little more.
But what luxury doesn't.*

"Qiana".
It's sensuous. It's luxurious.
It's addictive. A most fabulous feeling
to touch and to wear.
Wear its exquisite silkiness
against your skin and marvel that
luxury like this can be practical, too.
Illustrated here,
Richilene's black-tie dinner party
sumptuous and surprising
of pure Qiana®.

OKWAVE Ad Service
Security Mark

What becomes a Legend most?



Blackglama

BLACKGLAMA IS THE WORLD'S FINEST **NATURAL** DARK RANCH MINK BRED ONLY IN AMERICA BY THE GREAT LAKES MINK MEN

Bold Cold Newport.

Light on it.



Cool ain't Cold.
Newport is.

20 FILTER
CIGARETTES
MENTHOL 100's

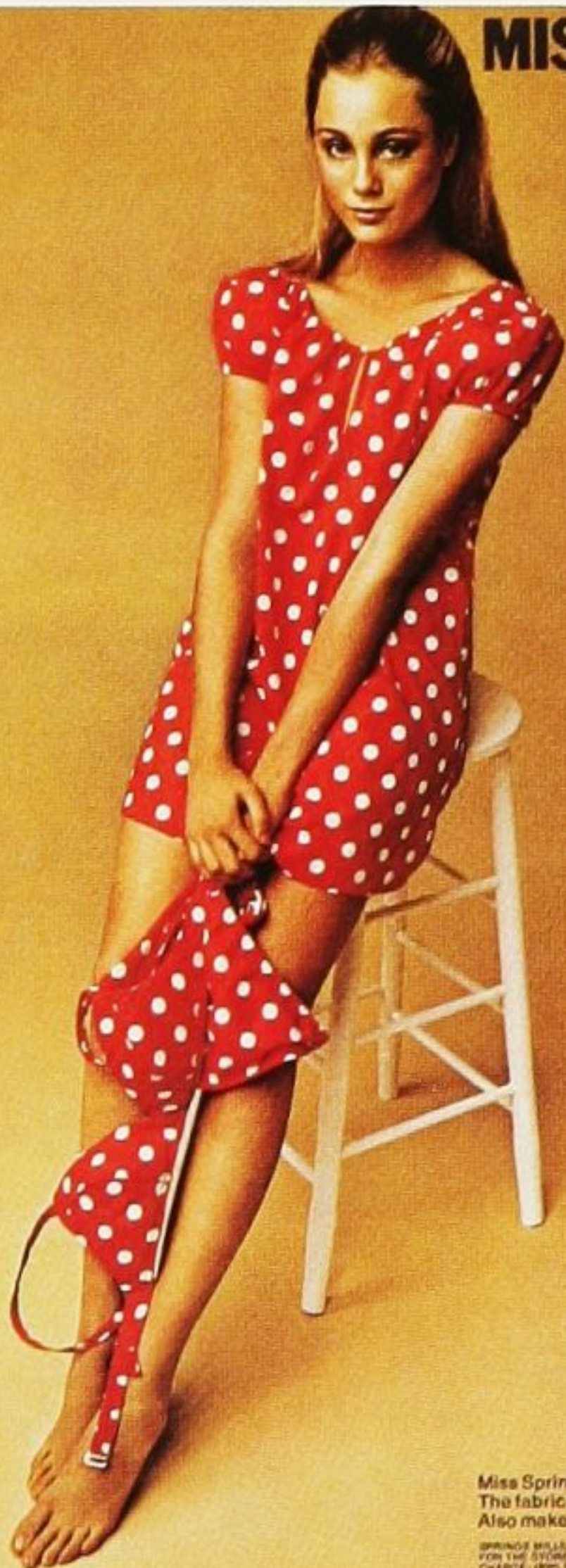


Join the Dexter
fashion movement.



MISS SPRINGMAID

SPRINGMAID OF THE MONTH



Miss Springmaid of the Month is Kathie McCarron.
The fabric (not the mini-over-bikini) is Springmaid.
Also makers of famous Springmaid sheets.

SPRINGMAID, INC. 124 WEST 40TH ST. NEW YORK, N.Y. 10018
FOR THE STORM REQUEST 1000 CALL 24 HOURS 800 DRY AL NO TELEPHONE
CHARGE. (800) 340-8229. IN CONN. TICKET, CALL (800) 643-8800.



*McMullen's
shirt dress is
right on the dot—*

all the time. Our gently flared polyester with the luxurious feeling of silk surah, lightly lined throughout. Patchwork printed in multiple dots—red or grass green with white, 8 to 18, 64.00
Sports Dresses, Fifth Floor
Lord & Taylor, all stores

Lord & Taylor



*Vintage Ad Service
Security Mark*



Bush Jacket Jean Suit—What a combination. An authentic "Down Under" bush jacket (about \$15) that teams up perfectly with 100% brushed denim jeans (about \$15) featuring the hip-to-ankle flare "European Fit." Top them off with a Lee shirt (about \$16) that's a waffle plaid in Blues, Browns and Greens. Do that and you've got another great Lee Jeans Suit going for you. The Lee Company, 640 Fifth Avenue, New York, New York 10019 (212) 765-4215.

Lee A company of  Corporation

Vintage All Service
Security Mark

Star-Preast® kente pants (about \$14) and nylon knit shirt (about \$11) are from the Levi's® For Gals collection of women's sportswear. He's wearing Levi's Star-Preast stacks (about \$17). Levi's for Gals is a division of Levi Strauss & Co., San Francisco.

LEVI'S



Have you ever had a bad time in Levi's?

DANSKINS ARE NOT JUST FOR DANCING

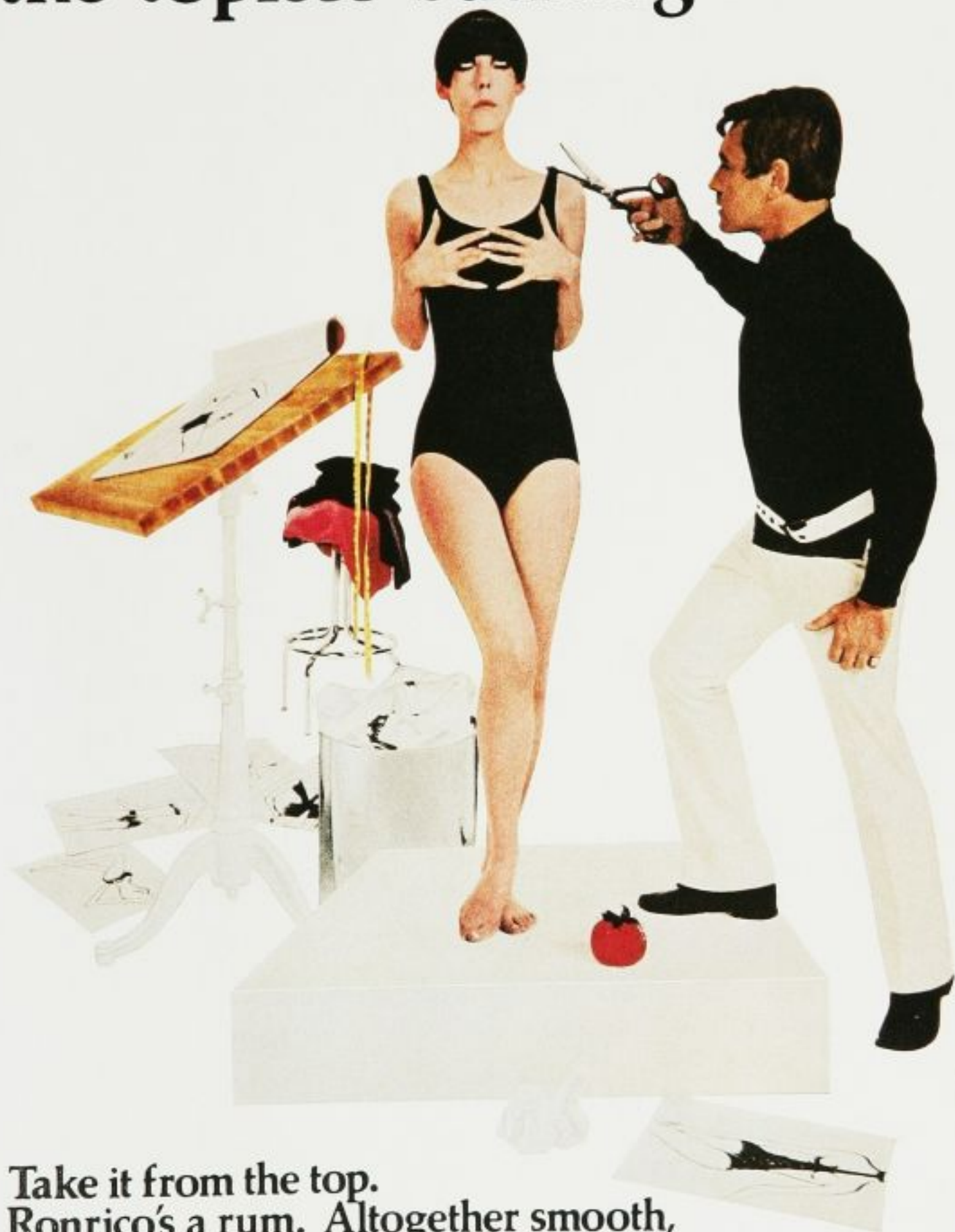


DANSKIN HAS MEANT ACTION WEAR TO AMERICAN WOMEN AND GIRLS FOR DECADES. ALTHOUGH IT ALL STARTED WITH OUR ORIGINAL DANCING LEOTARDS, WE NOW INCLUDE'S SUPER QUALITY STRETCH GARMENTS FOR GYMNASTS, SKATERS, SWIMMERS, RUNNERS AND EXERCISERS. IT'S A WORLD OF STYLES AND COLORS IN GIRLS SIZE 4 ON UP. ALL DESIGNED WITH OUR YEARS OF PROFESSIONAL KNOWLEDGE. DANSKIN IS WHERE THE ACTION STARTS. AT FINE STORES OR WRITE FOR CATALOG, DANSKIN, INC., DEPT. NYL, 1124 AVENUE OF THE AMERICANS, NEW YORK, N.Y. 10036

1978 Coty Award winner

Without Ad Service
 The Danskinn Mark
DANSKIN®

Ron Rico. Didn't he pioneer the topless bathing suit?



Take it from the top.
Ronrico's a rum. Altogether smooth,
light and very versatile. Untopped
at parties for 112 years. Anyone with eyes knows.

©1970 General Wine & Spirits Co., NYC. 80 proof.

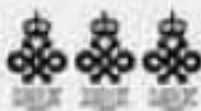


Ronrico. A rum to remember.



Burberrys

London and Paris



**Stroll round to East 57th Street
and enjoy a breath of English country air.**

In England, it's impossible to imagine a weekend without Burberrys. True, some people do somehow manage to struggle through Saturday and Sunday without the benefit of a Burberry weathercoat, or unattired in fitting manner in jacket, skirt or trouser. But one feels they must have a thinish time.

On the other side of the coin, observe Lord Lichfield and friends enjoying a Sunday constitutional.

The good news, as far as New York's concerned, is that these inextinguishable accompaniments to civilised weekendening now have a home of their own. Floor after floor of The Burberry Look (punctuated here and there by one or two other British stalwarts like the famous Scotch House, Church's

shoes and Herbert Johnson hats) tempt the eye and oblige the limb. It's enough to make the most fanatical Corporate Man think longingly of wet leaves and wood smoke.

If you have a taste for relaxation and an appreciation of style, amble over to our country place on East 57th. Browse, peruse and (abetted by our assiduous but unpushing staff) generally walk around.

We don't say it'll bring the colour back into the check, but it could evoke a considerable sparkle in the eye.



9 East 57th Street.
**The home from home of
the Burberry Look**

UNIQUE SERVICES
Security Plans



Scandinavian Mink Association

Life is too short and winter's too long
to go without mink.

Pierre Cardin's coat designed in the finest mink from Scandinavia at Bonwit Teller, Chicago

Vintage Ad Service
Security Mark

SAGA
MINK

Mott's introduces the snacks that are better inside and out.



Outside:

no sharp
metal edges

Inside:

delicious fruits
and puddings
that are putting
the others
to shame



Mott's presents a whole new thing in dessert. Luscious puddings so good you won't believe they come from a store. Thicker, richer, smoother... the kind of flavor every kid loves (excluding that big kid your mother!

And all in ready-to-eat individual servings, four Mott's snack jars to a pack. But something for kids has to be more than just good so Mott's snack jars have easy-to-open Twist-Off Caps. No rings to pull, no sharp metal edges to cut little fingers.

Choose from a variety of the most popular puddings and fruits. Serve 'em at home, picnics, traveling... any time.

And you thought Mott's just made great apple sauce.

MOTT'S®

MOTT'S Fruit Products, Inc.
170 Lexington Ave., New York, N.Y.

Because you're mine.



Johnnie Walker Red. The world's favorite Scotch for your favorite person.

100% Blended Scotch Whiskies. 86.8 Proof. Imported by Somerset Importers, Ltd., New York, N.Y.

Vintage Ad Service
Security On.

In our family business there's three things you don't mind spending your money on. Copper tubing. Fast cars. And a fine pair of warm, dry boots. And that third one is just as important as the first two. When you're crouching down in some gully with your feet in ice-cold ditch water, never moving a muscle for hours, whilst them

damn Treasury agents snoop around with their dogs barking and sniffing, well, that's the time you're glad you didn't cut corners on your boots. These boots we bought are fine boots, well made, need no breaking in. But to us, that don't mean so much compared to the way they're waterproof and warm.



The Timberland Company, Newmarket, New Hampshire

Timberland 

A whole line of fine leather boots that cost plenty, and should.



Look for Turtle Box. You'll find easy-living clothes that say spring is in the air. Cool crop tops for all the freedom under the sun... denim with playful lace...and super skirts just for the fun of it all. Yes, Turtle Box are still priced like ordinary clothes.

Left, Petticoat Junction. Jeans about \$10, top about \$8.50. Right, Mood Indigo. Skirt about \$12, top about \$8.

You'll find these and all the other exciting Turtle Box looks for spring at stores everywhere that sell fun fashions.

Turtle Box

Priced like ordinary clothes.



turtle box

A product of Washington Manufacturing Co.
Nashville, Tennessee



Haute-Couture 74
GIVENCHY



Robe tailleur réalisée en tweed chiné marron et blanc, elle est agrémentée de parements blancs au col et aux manches. La jupe, aux hanches très plates, s'entrouvre sur des plis creux.

Vintage Ad Services
© 2011



Our Jo...she's you all over

Because we knew just what you wanted, we had it made for you. First the trim, traditional coat. Then a whole wardrobe of Jo-things, all done with the precisely-right tailoring. This spring's Jo's are a soft wool hopsacking in white, navy, beige, sky blue or pale purple. The coats, 6 to 20, Big Jo, \$80, Little Jo, \$55. Jo dress, 6 to 20, \$45. Jo Skirt, 8 to 18, \$20. Jo Pants, \$35, and Tunic, \$25, 8 to 16. Jo Blouse, in black, white or ivory Dacron® polyester knit, 8 to 18, \$20. Please add \$1.20 beyond our delivery area. Coats and Suits, Third Floor

ON THE PLAZA • NEW YORK
**BERGDORF
 GOODMAN**
 27th Ave. • 27th Street

Handwritten text: "Handwritten text" and "Handwritten text" written diagonally across the bottom right corner.



CANADIAN WHISKY - A BLEND OF SELECTED WHISKIES, 5 YEARS OLD. IN A PASTOR, SEAGRAM DISTILLERS COMPANY, N.Y.C.

**Lake Tahoe. You've had a great afternoon in the snow.
You deserve Seagram's V.O. The First Canadian.**

First in smoothness. First in lightness. First in sales throughout the world.
All the others come after.



Unbekanntes geschmackliches Material



We asked our photographer
to put all our denim in one picture.

He couldn't.



19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report MAY '78.

© 1978 Philip Morris Inc.

One of a kind.

The man. The cigarette. They speak for themselves.

Ordinary cigarettes just don't have what Camel Filters has.

Its blend of Turkish and Domestic tobaccos gives him what he smokes for.

Pleasure. Satisfaction.

A Camel Filters Man understands why the best times are often the simplest.

Do you?

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

CAMEL
FILTERS



Vintage Ad Service
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Famous Camel Cigarettes

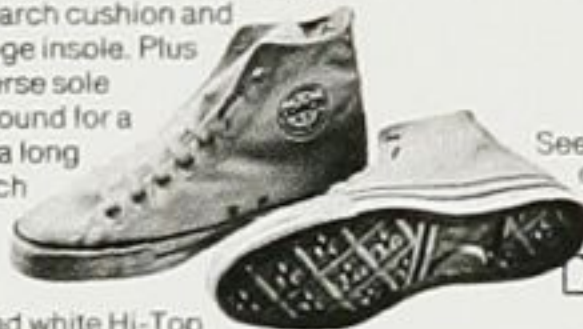


Converse Coach in suede and canvas

the basketball
shoe that keeps going...
on and off the court.

It's a quality basketball shoe . . . it's a rugged, handsome all around athletic shoe. In suede, canvas and sharp new team colors, the Converse Coach performs like a pro on the court and keeps going . . . off the court, on any surface hard or soft, for a game of touch, mowing the lawn, jogging, you name it. The new suede Coach is in cool, supple, napped glove leather for beautiful, long-lasting comfort, and it boasts a padded

tongue and ankle collar for snug, foot-hugging fit. Both the suede and canvas models offer full heel and arch cushion and comfortable sponge insole. Plus the special Converse sole design and compound for a sure grip and extra long wear. Suede Coach in natural, blue, gold and black Oxford. Canvas Coach in black and white Hi-Top and Oxford. More sports heroes from Converse.



See the Converse
dealer nearest you
- listed on the left.

★ **converse**

Anne Klein believes in the supple fur. Swakara.



"You can drape so easily with Swakara. It's unlike other flat furs that appear to be supple but are really rigid," says Anne Klein.

And Anne Klein drapes it and shapes it. For H.B.A. Furs of New York.

Her signature shirt. Ankle length. In black-dyed Swakara broadtail lamb.

Boldly belted in suede and silver.

A classic example of her new collection in supple Swakara.

Swakara broadtail lamb from South West Africa is the

perfect designer's fur. It's been specially bred to be light and

supple. With a shimmering, lustrous watered silk look. A fur

so versatile it can be tailored to fit your every fashion mood. From

elegante to sportive.

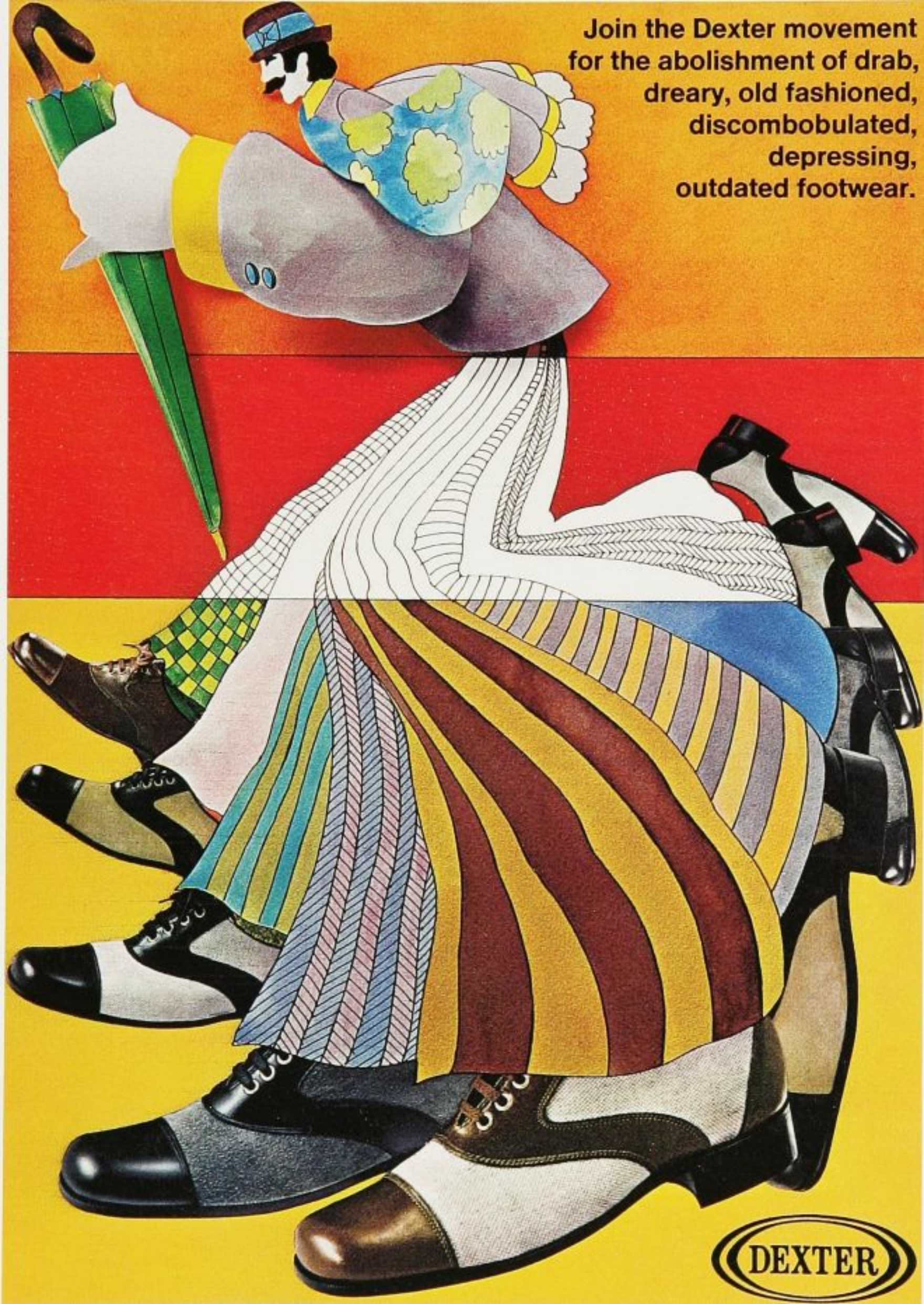
Anne Klein and H.B.A. believe in Swakara.

So will you.

swakara
The designer's fur.

Vintage Air Service
Security Plans

Join the Dexter movement
for the abolishment of drab,
dreary, old fashioned,
discombobulated,
depressing,
outdated footwear.



DEXTER



Willy isn't an odd size anymore!

Did all the world forget size 35? It seemed so to Willy when he tried to find his "odd" size on the knit slacks rack. But now, he will never have to hunt for size 35 again. Elastic Ban-Rol and Stretch Ban-Rol waistbands have done away with that odd size alteration expense with their instant "size memory." Up to two inches of give and take to make a perfect, comfortable fit every time. A size 34 adjusts easily down to 33½ or up to 35 or 36 with total comfort. If the inseam is right, Willy can walk out with his knit slacks on. And what's more, both offer you the famous patented Ban-Rol® "non-roll memory" that completely eliminates waistband rollover.

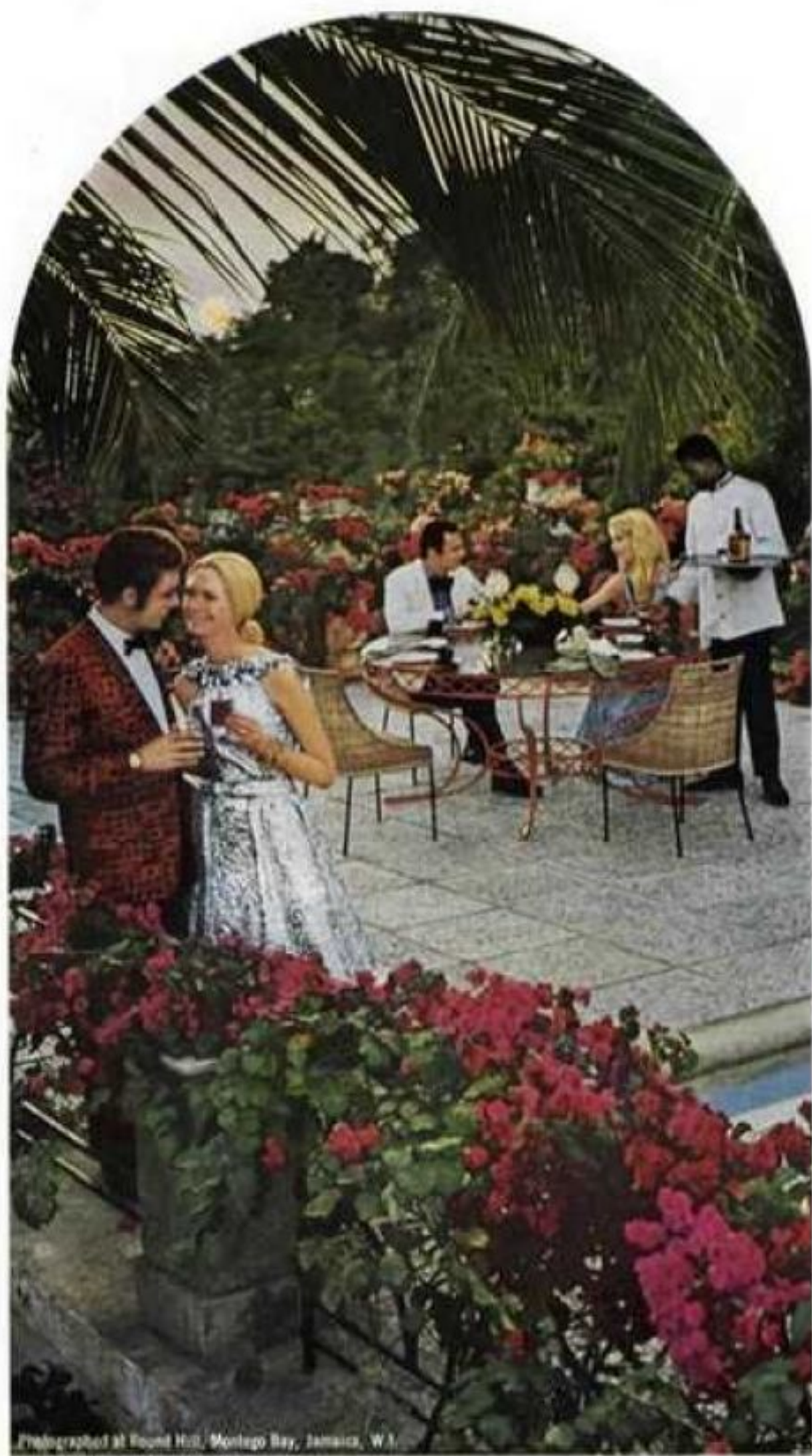
Elastic Ban-Rol and Stretch Ban-Rol . . . they end the odd size problem and a lot of odd expenses for you.

BAN-ROL COMPANY
A Division of Quick Service Textiles, Inc.

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More native than
the Limbo.
More exciting than the
beat of a steel drum.
It's Tia Maria,
the essence of Jamaica.
Tia Maria. Jamaica's
haunting liqueur.



Vintage Ad Service
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W. A. GARDNER & CO., N.Y., N.Y. 40 PROOF LIQUEUR

Send for colorful booklet containing dozens of Tia Maria drinks and dessert recipes. P.O. Box 5073, F.D.R. Station, New York, N.Y. 10012



Have it your way



Surprise your big eaters with something serious. Bring home a Whopper from Burger King®. Regular or Double Beef Whopper. Either way, it's got lots of juicy, real broiled beef. Have it with all the trimmings or fixed just the way you like it. For a change of taste, let us whip some cheese on it. Have mercy!!

When the appetite's big, get a Whopper at Burger King. Regular or Double Beef.

And Have It Your Way®

It's the only way.

...make it a Whopper.®

Levi's for Gals believes in fabrics by



Six-Freek® flared jeans, button-thru fly, about \$12, and knit top, about \$9.
Levi's® for Gals is a division of Levi Strauss & Co., San Francisco.
The words "Levi's" and "Six-Freek" are registered trademarks.

LEVI'S

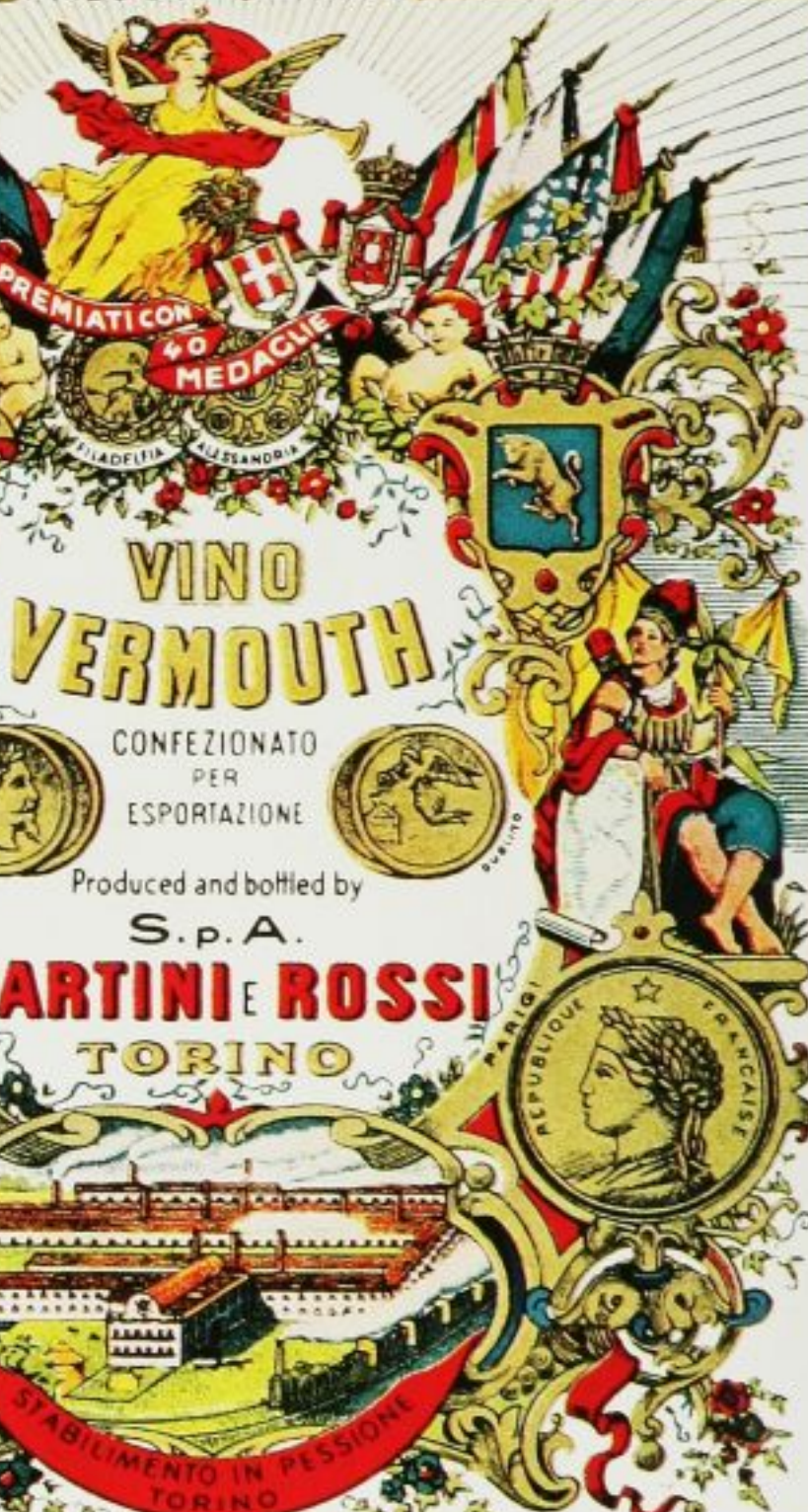
Have you ever
had a bad time
in Levi's?



Levi's for Gals

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CONTENTS 1 PINT AND 14 FLUID OUNCES
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Design by Bill Blass for Maurice Rentner

The nation's favorite vermouth...sweet or extra dry.

As soft as a shoe can be, and still be a shoe.

That's how light and supple Jarman's new slip-ons are. With super soft leathers up top. Flexible leather soles. And hand-sewn stitching for a soft, buttery look. Even the designs are soft. Gentle. Continental. Slip into a pair. You'll have to look twice to make sure they're on!



Style to fit your style
Jarman
Vintage - Modern
Security Mark

Most Jarman styles \$20 to \$70. Jarman Shoes, Inc., Hickory, Tennessee.
(Also available from Jarman dealers in Canada and throughout the world.)



THE SILKEN LOOK
SPICED BY

GEOFFREY BEENE

GEOFFREY BEENE, ROCKEFELLER CENTER, 1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019 • Furnishings also by Geoffrey Beene

Where to buy it See page 127

Nick and Lalla Craig explored and golfed extensively before deciding on the Shipyard side of Hilton Head Island.

Nick first visited Hilton Head seven years ago. Then he and Lalla visited for a week of golfing and to look for a vacation home to buy in the Spring of 1971.

They explored all the island's fairways and developments before deciding on Shipyard Plantation. They loved the way Shipyard villas are carved from the lush, tropical foliage. Plus the fact that it borders what they consider the finest golf course on the island, or anywhere else for that matter.

Recently, a friend who lives near their other home in Maine visited the Craigs for eleven days. As a result of her stay, she and her husband will move into their



own Shipyard Plantation villa very soon.

The Craigs plan to stay on the island

through the winter and into June, when Nick will return to Maine to tend to various business matters. Lalla says they'll possibly rent their antique-filled villa during the summer months. A number of Shipyard residents do this at various times during the year. If you'd like to visit, you might request a copy of *A Guide to Vacationing on Hilton Head Island*. Write: Charles Rousek, Vice President, The Hilton Head Company, P.O. Box 1304-D, Hilton Head Island, South Carolina 29928.



THE HILTON HEAD COMPANY
A Subsidiary of Oxford First Corp.

Obtain HUD property report from developer and read it before signing anything. HUD neither op-
of the offering nor the value of the property as an investment, if any. This offering not available to reside
states where prohibited by law.



*Hilton Head Services
Security Plans*



International clothing by Austin Reed of Regent Street



Austin Reed of Regent Street presents its Fall '70 collection of clothing with the highest credentials. For a handsome example, the superb chalk-striped British woollen shown here.

New in the U.S.A. but long one of Britain's most respected names in gentlemen's clothing, Austin Reed of Regent Street translates advance fashion trends into an "International Look" for the younger American man. The profile is naturally shaped and heightened to compliment the wearer. Colors and patterns are in the international manner and represented in the finest of British fabrics. Tailored in the U.S. to American standards.

Introducing Clarks

POLYVELDT™

IN TIMES LIKE THESE WHEN NOTHING LASTS, POLYVELDT IS REVOLUTIONARY. IT LASTS.



Clarks has invented a wholly new kind of shoe that's made to be more comfortable, more durable, than any ordinary shoe. It's called Polyveldt, and only Clarks of England can make it.

We think you've had enough holes in your leather soles, enough erosion in your rubber soles, enough peeling and splitting in your cushion crepe soles. Polyveldt puts an end to all that. Its sole is an incredibly durable new material. In abrasion tests, the Polyveldt sole has outlasted leather, rubber and crepe.



Polyveldt shoes we've tested showed barely a change in the sole after a year and a half of constant wear. The Polyveldt is lighter, so it doesn't cause the kind of fatigue other shoes do. Flexible, so it moves the

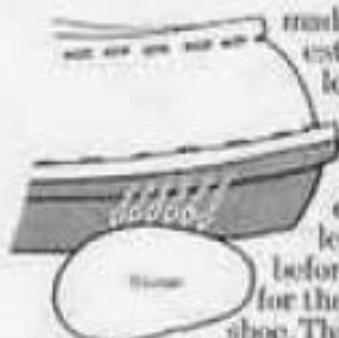
way your foot does. And it doesn't mark surfaces like so many other soles do.

In addition, the Polyveldt sole has proved to excel in traction on wood, stone, tile, concrete, every kind of surface we could find. So climbing up a rocky slope or running for a cab, you're more surefooted with the Polyveldt sole.

But the most important characteristic of Polyveldt is its comfort. In a regular shoe, if you stepped on a sharp rock, you'd feel the point through the sole. In a Polyveldt, the sole accommodates the unevenness, acts as a shock absorber, and keeps your foot evenly cushioned. The shaping of the sole was determined by careful study of your foot. When you walk, your body weight shifts from side to side,

putting "rolling pressure" on all the tiny bones in your foot. When this weight shift is uneven, it causes more wear on one side of the average heel than the other. But Polyveldt is made to help resist this uneven wear, keeping your foot as level as possible so as not to put too much pressure on any one part of your foot.

The upper form of the shoe is



made of the highest quality leather, carefully treated and prepared by experts in leathercraft before it qualifies for the Polyveldt shoe. Thick cut and carefully molded, it rounds out the total comfort and quality of the Polyveldt.

Polyveldt is revolutionizing footwear, setting a standard that all manufacturers should try to meet.

Come in for a test run, and see for yourself. We've told you as much as we can, your feet will tell you the rest.

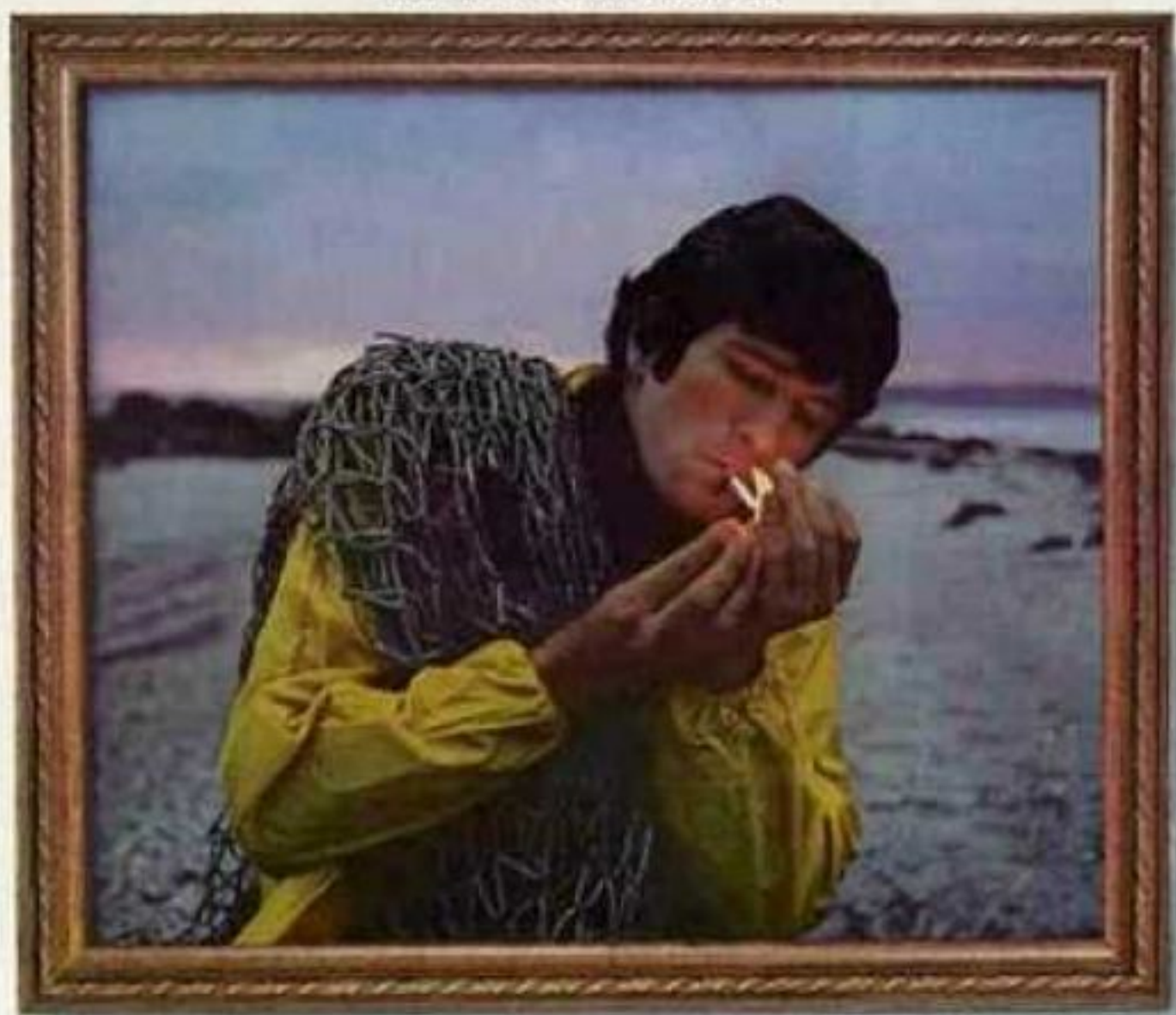
Polyveldt. Only from Clarks of England.

Clarks
OF ENGLAND

Available in dark brown and pebble-grained
High and low cut. About \$22.00
For the nearest dealer, write to
Clarks, 1111 Broadway, N.Y., N.Y. 10036



“Home from the Sea”



How good it is

Winston tastes good,
when a cigarette should.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Winston is a registered trademark of
B&W T Co. Winston is a registered trademark of
B&W T Co. **PACK, 20 mg. "tar", 1.4 mg. nicotine, av. per cigarette. FTC Report FEB. '73.**



Wouldn't miss the Reverend Judd's "Evils of Drink" sermon for love nor money. Reckon when you're in the home distillery business it pays to know what the competition is thinking. So, one Sunday a year, me and the boys head for town, done up in our best. Which this year includes these fine looking new Timberland handsewn shoes we've got on. Latest thing from the folks who make our boots that we wear for tending the mash and making deliveries. Our Timberland handsewns are made with real soft leathers and they will keep fitting right and

looking natty for a long time 'cause they're all hand lusted and hand sewn. They are also leather lined and got a padded collar so they're nice and comfortable over a long walk. Which is the way Reverend Judd prefers us to arrive. Parking our delivery car outside the church seems to make the Reverend *real* nervous!



Timberland

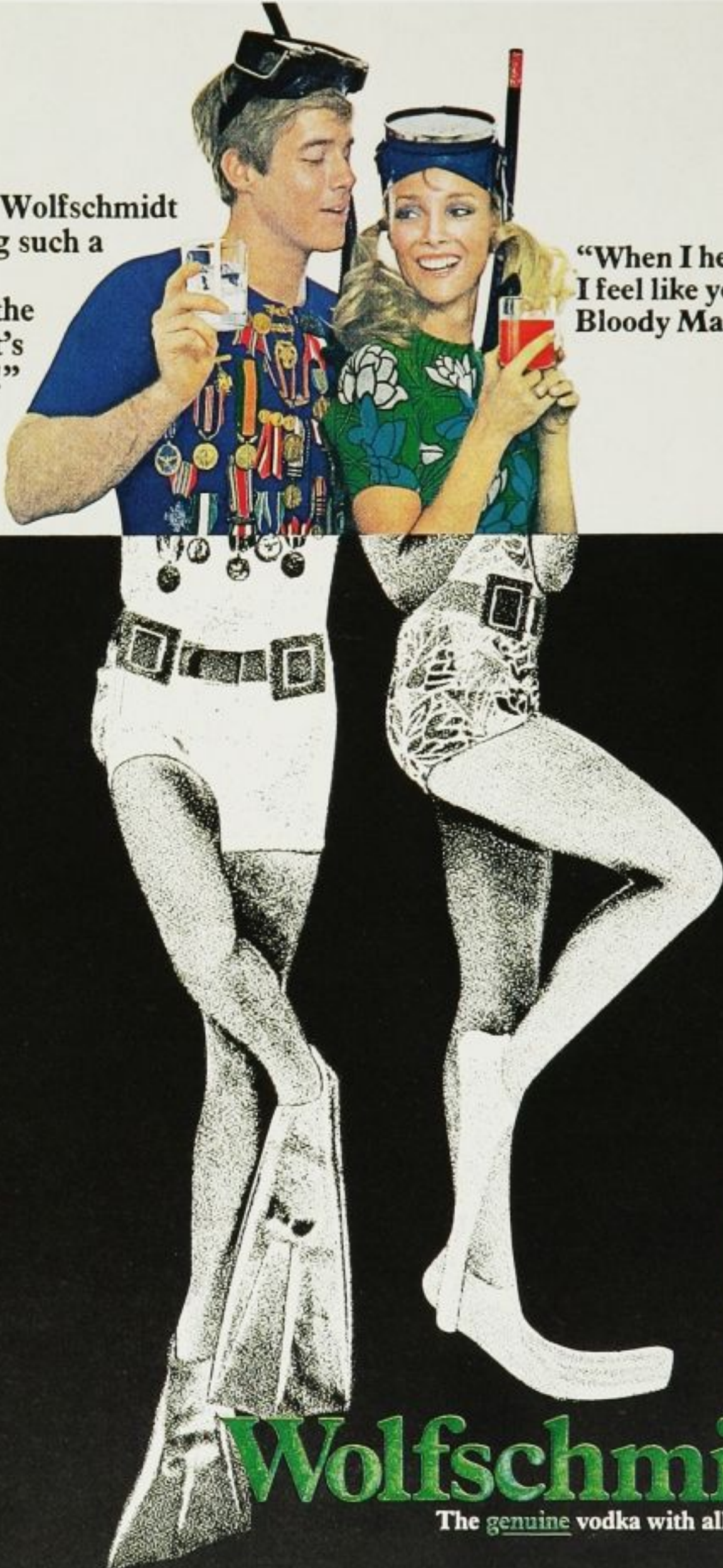
A whole line of fine leather boots and shoes that cost as little as you could.

WALK WITH CONFIDENCE
SECURITY WITHIN

**“Know why Wolfschmidt
Vodka’s making such a
splash?”**

**Because it’s the
only vodka that’s
won 33 medals!”**

**“When I hear that,
I feel like yelling
Bloody Mary!”**



Frankfort Distillers Co. New York N.Y. Made from grain, 80 and 100 proof. Product of U.S.A.



Wolfschmidt.

The genuine vodka with all the medals.

PANT DRESSING

Dressing.
As easy as one, two, three.

Three pieces.
All sweater ribbed.
Cardigan jacket. White collared
top. And pants.

All 100% polyester doubleknit.
Machine wash-and-dryable.

Exclusively ours.
Under \$36.
In misses sizes 8 to 18.

At most Sears, Roebuck and Co.
larger stores.

You'll find lots more
where this came from.
In our Dress Department.
Come try on.

Sears
GREAT LOOKING
DRESSES

Campbell announces a new style in beans.

Home Style.

Mothers have been adding their own homey touches to pork and beans for years. Now we're doing it for you! By adding ketchup. And molasses. And chopped onion. And bits of smoky bacon. Try Campbell's new Home Style Pork & Beans. They'll make your tummy feel at home!



The City Cowboy Collection



Fashion excitement!
The Look for Fall.
Nobody brings the West to the city better than that designer of finely-crafted leather footwear. Giorgio Brutini. What are you waiting for, pardner?

GIORGIO BRUTINI
paris madrid são paulo

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were made
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If you can tie a knot... you can tie-dye your own original fashions with **Rit!**

Tie-dyeing with Rit[®] Dye is easier than you think! With the simple knots shown here, you get effects that have an expensive "boutique" look. Master the few easy knots, then let yourself go!



What Fabrics Tie-Dye Best.

You can tie-dye all washable fabrics except polyesters, acrylics, fiber glass, and metallics. For really striking results use satin acetate, rayon, velveteens, velvets, silks. And, of course, all cottons and nylon tie-dye beautifully.

What Kind of Dye to Use.

Either Rit Liquid Dye or Rit Powder Dye can be used. One bottle of Rit Liquid equals two packages of Rit Powder. There are 35 beautiful colors to choose from.

Basic Knots and Folds.



The Rosette Knot: For a simple rosette, pinch fabric up, secure with bands. For a sunburst effect, add more bands (second diagram).



The Donut Knot: Make a rosette knot. Push center through to other side. Fasten tightly in place with rubber bands. For 2-color effect, apply secondary color with eye dropper into donut center.

◀ Complete instructions in the far column.



Stripe: Place fabric straight and mark place where stripe is desired. Gather between thumb and forefinger. Secure with rubber bands. For a broad stripe, use many bands together or a few wide bands. Use single or thin bands for narrow stripe.

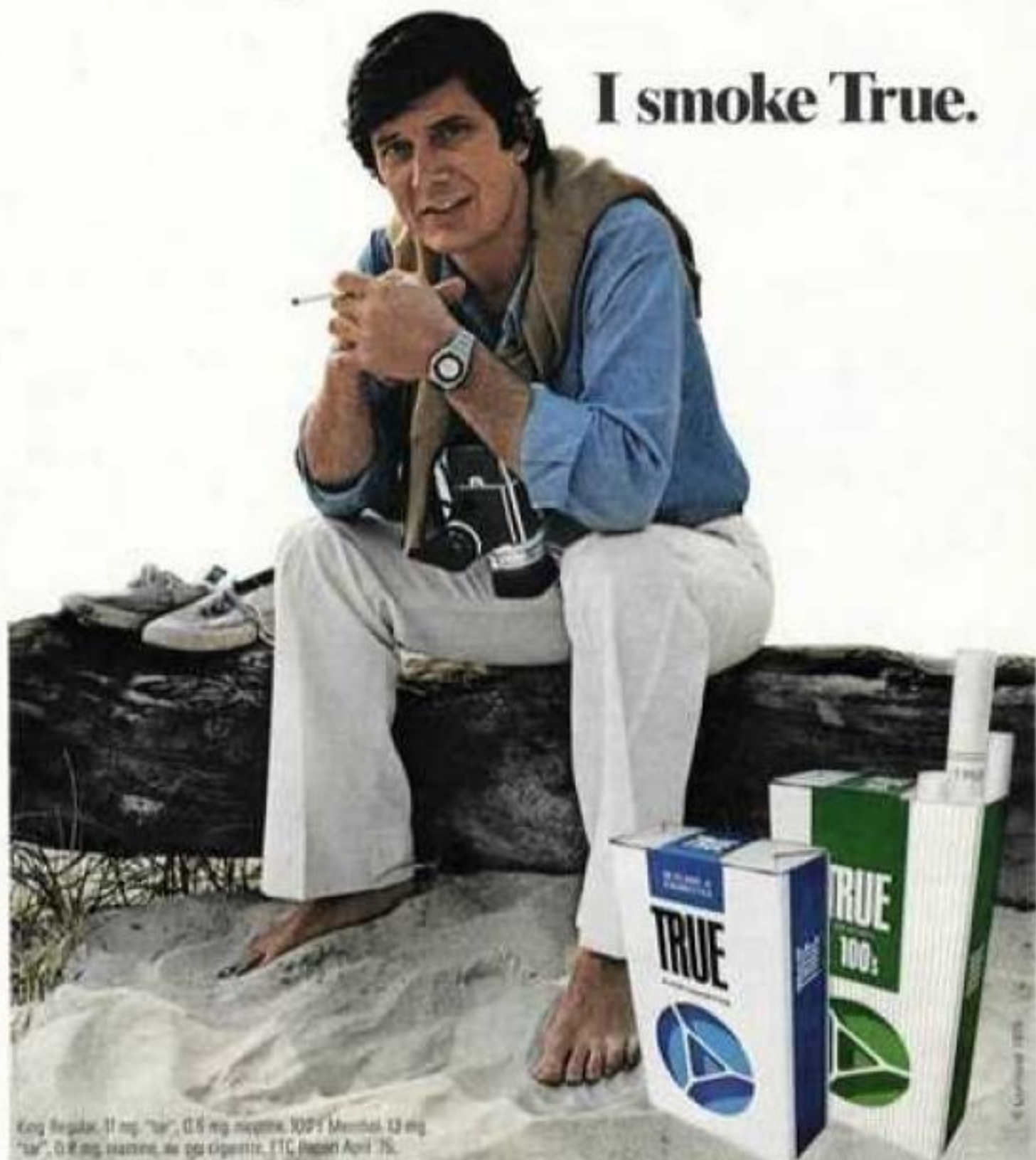


Gathering: Grab edges of fabric and gather entire piece into both hands. Secure with rubber bands. For an irregular effect use bands of several widths, at varying distances and with different tensions.



**After kicking around everything
I'd heard about smoking, I decided
to either quit or smoke True.**

I smoke True.



King Regular, 11 mg. "tar", 0.9 mg. nicotine, 100% Menthol, 13 mg. "tar", 0.9 mg. nicotine, 40 per cigarette, TTC, Japan April '75.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

**The low tar, low nicotine cigarette
Think about it.**

Village All Services
Security Mark



Hard drivin' and fast livin' can
leave a man plumb wore out. But his
Levi's for Feet boots will
keep goin' strong.



Levi's for feet[®]

Levi's[®]

Available in fine stores everywhere



**This is the tag you should look for
even before you check the price tag.**

You'll find it on this body suit by Diplomat.

The Herculon II* tag. It tells you what no price tag can. That Diplomat is no Johnny-come-lately. They've long been a pace setter. A perennial fashion innovator. And proud of the reputation they've built.

The Herculon II tag tells you Diplomat doesn't mind working a little harder to maintain that reputation. Putting in the extra effort it may take to meet Herculon II standards. So this body suit at about \$15.00 doesn't come out looking like anybody else's body suit. At any price.

TUA MARKETING, INC.
1345 Avenue of the Americas, New York, New York 10019

RETURN TO THE ELEGANCE OF

acapulco

...elegance epitomized by the resort fashions Acapulco inspires. It's the informal elegance your hostess achieves at the little dinners in her villa. It's the informal elegance you enjoy in the resort's top restaurants whether you dine on continental cuisine or Mexican dishes. It's the informal elegance that keynotes a moonlit midnight cruise of the bay. It's the informal elegance of the dancing at the discotheques that dawn discovers. Recapture the elegance of Acapulco. Make it a point to do it soon.



Secretaria de Turismo • Consejo Nacional de Turismo

Resort fashions by Halston photographed
Nadine Markova during Three Evenings to
member in Acapulco sponsored by Braniff
International Airways, Secretaria de Turismo and the
Mexican National Tourist Council

Five women who can easily afford any fur coat in the world tell why they're proudly wearing fakes.

DOBS DAY: "Killing an animal to make a coat is a sin. It wasn't meant to be, and we have no right to do it. At one time, before I was aware of the situation, I did buy fur coats. Today when I look at them hanging in the closet I could cry."

"It's so wrong for a man to think that the biggest thing he can do for his wife is buy her a fur coat at Christmas. It's the most evil thing he can do. Buy her a fake fur. They're so beautiful, so cozy, so warm, so pretty to look at."

"A woman gains status when she refuses to see anything hidden to be put on her back. That's what's truly beautiful."

AMANDA BLAKE: "The wearing of any kind of skins—even the kind that are supposedly raised for fur, like mink or sable—is something I just don't believe in. Killing animals for vanity I think is a shame."

"I feel very guilty about having worn fur coats. As for the women who know about our on-coming waddly and continue to buy fur coats—I wonder how they'd like to be skinned!"

"I have noticed that the reaction to real fur coats is becoming muzzier on the observer's part. If a woman wants to wear something that looks like an animal, fake fur is the only way to go."

"People are putting the whole real fur thing down and I thank God...thank God!"

IRVINE MEADOWS: "I don't see how you can wear a fur coat without feeling, literally, like a murderer. It is I believe against God's law. Against His whole plan for the universe."

"I feel sorry and for women who continue to purchase real fur coats. They are failing in a woman's most important qualities, heart and sensibility."

"Brave for the women who are wearing fake fur. It's the only way to go. It's warmer and everything else. And you're happy with it because you don't feel guilty in it. You don't feel like a murderer."

ANGIE DICKINSON: "Although I don't feel I have the right to tell other people what to do, my respect for an animal's right to live doesn't let me approve of the killing of animals for coats."

"If a woman can help an animal or a child, that's the most important thing."

MARY TYLER MOORE: "The killing of an animal for the sake of the appearance of luxury doesn't bother me anything. I have seen so many coats so much more attractive than fur—some fake fur, some fabric, it's in the design, not necessarily the fabric."

"I am sure that there are specific ecological problems, but for me all animals have a right to humane treatment."

"Somebody, soon I hope, the killing of an animal for fur will hold for us the same reaction we feel, say, when we hear those horrible stories about parts of the world where they open the top of a live monkey's skull and pour hot lead in because it is supposed to improve the flavor of the meat."

E. F. Timme & Son is one of the world's leading suppliers of plush and flat fabrics for home, industry and transportation.

Although TimmeTation fake fur represents only a small part of our output and income, it is the subject of virtually all our advertising.

For two reasons:

1. We believe that the slaughter of wildlife in the name of fashion is cruel and, eventually, suicidal. We want to do something about it. As an open acceptance for fake fur through advertising, the demand for the real thing goes down. So fewer animals die.

And that's the big thing.

2. As more and more people start turning to fake fur, we want them to know that E. F. Timme & Son makes the best fake fur money can buy. In different kinds. With heavy emphasis, we don't mind making on the Endangered Species.

Incidentally, we only make the fabric. It's the fancy fine manufacturers and designers who buy from us who make the coats. Miss Drey's "Lyons," Miss Blader's "Hair Sens," Miss Minkowsky's "Langard," Miss Dickinson's "Angus," Miss Moore's "Tiger" were designed and executed by Laps in Timme Tation Love, Silver Street, Cayce, S.C. and Bengal.

**TIMME·TATION
FAKE FUR**

E. F. TIMME & SON, INC.
200 MADISON AVENUE, NEW YORK CITY
CLEAN BY FUR COAT METHOD ONLY

Fur coats shouldn't be made of fur.



The turkey lifter.
A little something to let you know we've been thinking about you.

Butterball Swift's Premium Turkey.
To make your holiday the perfect day you want it to be.



14 liters are included only with
12 pounds or more.
© 1997 Butterball, Inc.

Vintage Ad Service
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here's johnny



**Here's Johnny...
introducing his new,
fun-to-wear
formal wear.**

Johnny Carson has an "animal" approach to formal wear without that old "up tight" feeling. The formal jumpsuit, Black, pure wool-worsted that's long on comfort. U-shaped opening and adjustable waist and shoulder. Satin braid trims the legs on the flared bottom trousers.

The jacket is completely washable. Single-breasted with shaped waist, peak lapels and a high center vent. Dacron[®] polyester/Orlon[®] acrylic in white with black braid trim. Perfect topper for the ruffled formal shirt.



JOHNNY CARSON
JAMES, INC.


77 GARDNER STREET
SUITE 101 NEW YORK, N.Y. 10017

here's johnny!



To me, tennis is a great game. The rules are the same for everybody, but each player has his own style. What's comfortable for him. In my line of clothing, I'm very aware of style. Little touches that make the look work. Like the top-stitching on this suit. The interesting pocket trim and the matching belt to the duo... if all adds up to a certain kind of style I'm really comfortable with."

JOHNNY CARSON: TIE: BOB WEISS; SUIT: JACQUES GUY; POLO SHIRT: ARMANI; BELT: JACKSON; POLAROID: REVIEWS; AIRCRAFT BY: KOPFMAN; CROCKERY: KOPFMAN; SHOES: HUGO BOSS; COMPLETE THE ENSEMBLE: SEE THE STORES LISTED ON CARSON'S NAMECARD AT THE STORES THROUGHOUT THE UNITED STATES AND CANADA.

 **JOHNNY CARSON APPAREL, INC.** FOR NAME OF THE NEAREST DEALER WRITE TO:
2122 BAYWOOD AVE., SUITE 100, N.Y.C. 10014, CANADIAN RESIDENTS WRITE: 517 LAKE SHORE
RD. N. TORONTO 26, CANADA.